

A Study of Brand Equity and Consumer Lifestyle of Internet Purchasing Decision-Making Behavior

洪瑩娟、胡瓊元

E-mail: 9900375@mail.dyu.edu.tw

ABSTRACT

In recent years, online shopping in the consumer market have sprung up everywhere. My research is based on exploring the relationship among brand equity of online selling cosmetics skin care products, consumer lifestyle, and internet purchasing decision-making behavior. My research methodology adopts online survey, and I got a total of 588 valid questionnaires. Also, I adopt descriptive statistics, factor analysis, one-way ANOVA analysis, Pearson product-moment correlation analysis and multiple regression analysis and other statistical methods, research results and assumptions described in verification. Following are the results of my study hypotheses: Consumers' Cognition toward brand equity, life style and decision-making behavior are influenced by some factors in demography like individual age, level of education, monthly disposable income, online shopping experience, the number of hours a day visiting shopping sites, the amount of money purchasing cosmetic products each year. Brand equity and consumer lifestyles are relevant. Brand equity and consumers' lifestyle will surely affect purchasing decision-making behavior respectively. Consequently, cosmetic skin care products industry, or the seller, should pay attention to the following four dimensions: brand loyalty, brand awareness, perceived quality, and brand associations. They should enhance customer repurchase rate with their brand equity. And further, consumer lifestyle and demographic variables on the network characteristics can be seen as great reference in network cosmetic skin care products consumer market segment.

Keywords : brand equity ; lifestyle ; purchasing decision-making behavior

Table of Contents

中文摘要	iii	英文摘要	
iv 誌謝辭		v 內容目錄	
. vi 表目錄		viii 圖目錄	
. x 第一章 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 研究流程	
. 4 第二章 文獻探討	6	第一節 品牌權益	
. 6 第二節 生活型態	18	第三節 網路購物	
. 24 第四節 消費者網路購物決策行為	29	第三章 研究方法	
. 41 第一節 研究架構	41	第二節 研究假設	
. 42 第三節 操作性定義及問卷設計	42	第四節 抽樣設計與問卷發放	
. 50 第五節 資料分析方法	51	第六節 問卷前測	
. 53 第四章 資料分析	55	第一節 基本資料分析	
. 55 第二節 信度與效度分析	57	第二節 迴歸分析	
. 68 第四節 相關分析	80	第三節 第一節 研究結論	
. 82 第五節 研究結論與建議	90	第二節 研究建議	
. 90 第一節 研究結論	90	第二節 研究建議	99
參考文獻	103	附錄A 研究問卷	
. 112			

REFERENCES

- 一、中文部份 朱秋樺(2005), 食譜書籍購買者的生活型態與消費行為之研究, 私立中國文化大學生活應用科學研究所未出版之碩士論文, 15-18。 別蓮蒂(2000), 生活型態白皮書, 台北:商周出版, 45-56。 李宛穎(1999), 線上銷售考量因素之研究, 國立中山大學企業管理研究所未出版之碩士論文。 李振妮(2002), 網路消費者購買決策行為之研究, 國立中山大學企業管理學系碩士班未出版之碩士論文。 官振華(1997), WWW使用者運用電子購物意願之研究 - 以人格質, 購買涉入與網路使用行為探討, 國立中央大學資訊管理研究所未出版之碩士論文。 吳明隆(2007), SPSS統計應用學習實務:問卷分析與應用統計(3版), 台北:知城數位科技。 果芸(1998), 電子商務帶來的機會

與挑戰, 資訊與電腦, 211(1), 22-25。邱光輝, 吳文傑, 秦大智(2006), 購物導向對線上購物採用之影響, 行銷評論, 3(2), 221-242。邱炳勳(2006), 網路購物之購買意願實証研究 - 以台南市都會地區為例, 私立高苑科技大學經營管理研究所未出版之碩士論文。陳東霖(2004), 企業形象、品牌來源國對品牌權益的影響研究 - 以化妝品為例, 私立立德管理學院國際企業管理研究所未出版之碩士論文。陳雅如(2005), 產品屬性與生活型態影響消費者購買決策之研究 - 以寢具用品為例, 私立大葉大學事業經營研究所未出版之碩士論文。黃駿逸(2008, October 1), 公佈台灣地區網路拍賣調查, 創市際網路購物調查 [線上資料], 來源: http://www.insight-xplorer.com/specialtopic/200807_online_shopping.html[2008, July 31] 黃佩如(2002), 大學生之生活型態對零售業自有品牌之品牌權益的關係研究, 私立淡江大學管理科學系碩士班未出版之碩士論文。黃侑勳(2005), 產品品質、系統品質與服務品質對線上消費者忠誠度之影響:以3C網路商店為例, 國立東華大學國際企業學系碩士班未出版之碩士論文。游珮詩(2007), 資訊來源、購買決策對網站瀏覽與購買行為之研究 - 以美容購物網站為例, 私立銘傳大學管理研究所未出版之碩士論文。溫正忠(2002), 影響化妝品品牌權益因素之實證研究, 私立元智大學管理研究所未出版之碩士論文。葉佳宜(2002), 大型購物中心之區位與消費者生活型態對消費型為之影響研究, 國立交通大學管理科學系碩士班未出版之碩士論文。葉又甄(2007), 人格特質、生活型態、星座類型三者對消費者決策型態差異之研究研究, 私立大葉大學休閒事業管理研究所未出版之碩士論文。詹超宇(2008), 2008年台灣網友行為與B2C消費發展趨勢, 台北:財團法人資訊工業策進會產業情報研究所。臧魯望(2002), 品牌權益、顧客滿意與消費者購買行為之關係 - 以加油站為例, 私立朝陽科技大學企業管理系碩士班未出版之碩士論文。廖哲輝(2006), 探討品牌權益與顧客權益對購買階段之研究 - 以網路購物為例, 私立大葉大學事業經營研究所未出版之碩士論文。樓永堅, 蔡東峻, 潘志偉, 別蓮蒂(2003), 消費者行為, 台北:國立空中大學。魏上凌, 黃麗霞, 邱郁琇(2006), 行銷學概要, 台北:普林斯頓國際。

二、英文部分 Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press. Aaker, D. A. (1996). *Measuring brand equity across product and market*. California: Management Review, 102-120. Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., & Stacy, W. (1997). Interactive home shopping: Consumer, retailer, and manufacture incentives to participate in electronic market- place. *Journal of Marketing*, 61(2), 38-53. Berman, B., & Evans, J. R. (1982). *Marketing*. New York: Macmillan Publishing Co., 189-193. Biel, A. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32, 6-12. Butler, P., & Peppard, J. (1998, October 1). Consumer purchasing on the internet: Processes and prospects. *Journal of European Management*, 16(15), 600-610. Cameron, D. (1997). *Electronic commerce: The new business platform for the Internet*. Charleston: Computer Technology Research Corp. Chernatony, L., & McWilliam, G. (1989). *The Varying Nature of Brands*. New York: The Free Press, 23-25. Hawkins, D. I., Best, J., & Coney, K. A. (1989). *Consumer Behavior* (4th ed.). New York: Richard D. Irwin, Inc. Doyle, P. (1990). Building successful brands: The strategic options. *Journal of Consumer Marketing*, 7(2), 5-20. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1984). *Consumer Behavior* (4th ed.). Florida: Dryden-Press. Engle, J. F., Kollat, D. T., & Blackwell, R. D. (1995). *Consumer Behavior* (8th ed.). Florida: Dryden-Press. Farquhar, P. H. (1989). Managing brand equity. *Journal of Marketing Research*, 1, 24-33. Gillett, P. L. (1970). A profile of urban in-home shopper. *Journal of Marketing*, 34, 40-45. Hawkins, D. I., Best, R. J., & Coney, K. A. (1992). *Consumer behavior: Implications for marketing strategy* (5th ed.). Chicago: Richard D. Irwin. Hoffman, D. L., & Thomas, P. N. (1996). A new marketing paradigm for electronic commerce. *The information society*, 13(2), 43-54. Kalakota, R., & Whinston, A. B. (1996). *Frontiers of electronic commerce*. Massachusetts: Addison-Wesley, 275. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Kim, P. A. (1990). Perspective on brands. *Journal of Consumer Marketing*, 7(4), 20-30. Kotler, P. (1986). *Principles of marketing* (3rd ed.). New Jersey: Prentice-Hall. Kotler, P. (1991). *Marketing Management* (7th ed.). New Jersey: Prentice-Hall, 171. Kotler, P. (1998). *Marketing management: Analysis planning, implementation and control* (9th ed.). New Jersey: Prentice-Hall. Lazer, W. (1963). Life style concepts and marketing. In S. Greyser (Ed.), *Toward scientific marketing* (pp. 140-151). Chicago: American Marketing Association, 140-151. Lasser, W., Banwari M., & Arun S. (1995). Measuring customerbase- base brand equity. *Journal of Consumer Marketing*, 12(4), 11-20. Leuthesser, L., Kohli C., & Harich, K. R. (1995). Brand equity: The halo effect measure. *Journal of the European Marketing*, 12(4), 11-20. Mullen, M., & Mainz, A. (1989). Brands, bids and balance sheet: Putting a price on protected products, 24, 26-27. Plummer, J. T. (1974). The concept and application of life-style segmentation. *Journal of Marketing*, 38, 21-45. Quelch, J. A., & Klein. (1996). The internet and international marketing. *Sloan Management Review*, 37(3), 60-75. Reynolds, F. D. (1974). Life styles and psychographics. In D. W. Wells (Ed.), *Life Style and Psychographics* (pp. 74-96). Chicago: American Marketing Association. Schiffman, L. G., & Kanuk, L. L. (1991). *Consumer Behavior* (2nd ed.). New Jersey: Prentice-Hall, 4. Shocker, A., & Weitz, B. (1988). A perspective on brand equity principles and issues. In L. Lenthesser (Ed.), *In Summary of Marketing Science Institute Conference* (pp. 88-104). Cambridge: MA. Report. Simon, C. J., & Sullivan, M. W. (1993). The measurement and determinants of brand equity: a financial approach. *Marketing Science*, 4, 66-71. Smith, J. M. (1991). Brand equity and the analysis of customer transactions. *Science Institute*, 12(1), 91-110. Sobel, M. E. (1981). *Lifestyle and social structure: concept definition and analysis*. New York: Academic Press. Salomon, I., & Koppelman, F. (1988). A framework for studying teleshopping versus store shopping. *Transportation Research, Part A, General*, 22(1), 247-255. Thomas, P. H., & Edgar, A. P. (1974). The development and application of psychographic. In D. W. Wells (Ed.), *Life style and psychographic* (p. 37). Chicago: American Marketing Association. Wells, W. D., & Tigert, D. (1971). Activities interests and opinions. *Journal of Advertising Research*, 11(1), 27-35. Wells, W. D. (1975). Psychographics: A critical review. *Journal of Marketing Research*, 12, 196-197. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(1), 23-54.