

# The Effects of Brand Image of International Products on Purchase Intention - Moderated by Personal Income

劉彩雲、胡瓊元

E-mail: 9900391@mail.dyu.edu.tw

## ABSTRACT

The purpose of this study is to investigate whether personal income will moderate the relationship between brand image and purchase intentions. In addition, this research was carried out to probe into the impact of brand image and purchase intentions. There were 500 questionnaires overall released and 420 effective among those 452 retrieved. The data was analyzed by using regression analysis. The results revealed that brand image do exert a positive influence upon the purchase intentions. It indicated that the higher brand image is the higher purchase intentions customers have. It is meaningful to the managerial implications and related research. And this study indicated the research limitation and the directions of future research

Keywords : brand image ; purchase intentions ; personal income

## Table of Contents

內容目錄 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 研究範圍與對象
3 第四節 研究流程	4 第二章 文獻探討
6 第一節 品牌形象	6 第二節 購買意願
13 第三節 個人所得	21 第三章 研究方法
24 第一節 研究架構	24 第二節 研究假設
24 第三節 變數的操作性定義與衡量	26 第四節 研究設計
29 第五節 資料分析方法	36 第四章 研究結果分析與討論
38 第一節 樣本結構以及人口統計分析	38 第二節 信度與效度分析
42 第三節 Toyota(高品牌)品牌形象與購買意願之關係	46 第四節 現代(低品牌)品牌形象與購買意願之關係
50 第五節 個人所得與購買意願之關係	54 第六節 樣本?揚z
61 第七節 實證結果彙整	64 第五章 研究結論
65 第一節 研究結論	65 第二節 研究限制與建議
66 參考文獻	70 附錄A 問卷
78	

## REFERENCES

- 一、中文部分 行政院主計處電子處理資料中心(2009), 受僱員工薪資調查統計[線上資料], 來源: <http://www.dgbas.gov.tw/mp.asp> [2009, March 20]。 汽車日報(2009), 汽車新聞 2009年上半年全球十大汽車集團銷售排行[線上資料], 來源: <http://www.twe76.net/site/html/20/n-2120.html> [2008, August 18]。 李奇勳(2001), 價格、保證及來源國形象對產品評價與購買意願的影響, 國立成功大學企業管理學系未出版之博士論文。 李奇勳(2008), 價格意識、品牌意識與熟悉度對商店品牌購買意願之影響, 管理評論, 27, 21-40。 林松茂(2007), M型化社會 - 名牌低價思維 - 談汽車產業高品質低價格的品牌策略, 品質月刊, 44(5), 29-31。 林碧霞(2007), 品牌形象及產品知識對購買意願之影響 - 價格折扣干擾效果之探討, 私立大同大學事業經營研究所未出版之碩士論文。 洪紹芸(2002), 消費者特性、產品類別與購買商店品牌產品關係之研究, 私立逢甲大學企業管理學系未出版之碩士論文。 郝靜宜(1998), 消費者對消費性產品品牌形象之研究, 私立中國文化大學國際企業研究所未出版之碩士論文。 陳振燧(1996), 顧客基礎的品牌權益衡量與建立之研究, 國立政治大學企業管理學系未出版之博士論文。 野口智雄(1996), 價格破壞時代的自營品牌策略(劉玫芳譯), 臺北:經濟部國貿局, (原文於1994年出版)。 國家政策研究基金會(2008), 實質薪資負成長, 政府不應無作為[線上資料], 來源: <http://www.npf.org.tw/post/1/4526> [2008, August 7]。 國際品牌顧問公司(2008), 全球百大品牌排行榜[線上資料], 來源: <http://www.brain.com.tw/active/2008/web/2008best-global-brands.pdf> [2008, September 9]。 黃姿云(2004), 零售業商店國際品牌和自有品

牌對購買傾向的影響—以家樂福量販店為例，國立成功大學企業管理學系未出版之碩士論文。賴榮志(2007)，品牌形象對消費者購買意願影響以服務保證為干擾變數探討，私立中國文化大學國際企業管理未出版之碩士論文。賴靜鳳(1999)，卡通人物商標與製造商品牌對消費者購買意願影響之研究，國立成功大學國際企業管理學系未出版之碩士論文。

二、英文部份 Akaah, I. P., & Korgaonkar, P. K. (1988). A conjoint investigation of the relative importance of risk relievers in direct marketing. *Journal of Advertising Research*, 28(4), 38-44. Assael, H. (1998). *Consumer Behavior and Marketing Action*(6th ed.). South- Western College Publishing. Alan, D., Arun, K. J., & Paul, S. R. (1995). Correlates of store brand proneness: Some empirical observations. *Journal of Product and Brand Management*, 4(4), 15-22. Beatty, S. E., & Smith, S. M. (1987). External search effort: An investigation across several product categories. *Journal of Consumer Research*, 14(1), 83-95. Biel, A. L. (1992). How Brand Image Drives Brand Equity. *Journal of Advertising Research*, 32(6), 6-12. Blattberg, R. C., & Wisniewski, K. J. (1989). Price-induced patterns of competition. *Marketing Science*, 8, 81-100. Chernatony, L. D., & Mc-William, G. (1989). The strategic implications of clarifying how marketers interpret: Brands. *Journal of Marketing Management*, 51(2), 153-171. Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17(1), 110-119. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price, brand, and store information on buyer's product evaluations. *Journal of Marketing Research*, 28(3), 307-319. Elliott, R. (1997). Existential consumption and irrational desire. *European Journal of Marketing*, 31(3/4), 285-296. Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1995). *Consumer Behavior*(6th ed.). Chicago, Michigan: The Dryden Press. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2001). *Consumer Behavior*(9th ed.). New York: The Dryden Press. Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior*. Reading, Massachusetts: Addison-Wesley. Hawkins, D. I., Best, R. J., & Coney, K. A. (1983). *Consumer Behavior: Implication for Marketing*. Plano, Texas: Business Publication, Inc. Hoch, S. J., & Shumeet, B. (1993). When do private labels succeed? *Sloan Management Review*, 34, 57-67. Jacoby, J., & Jerry, C. O. (1977). Consumer response to price: An attitudinal, information processing perspective. In Y. Wind and P. Greenberg (Eds.), *Moving Ahead with Attitude Research* (pp. 73-86). Chicago: American Marketing Association. Kamins, M. A., & Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar and unfamiliar brands. *Journal of the Academy of Marketing Science*, 19(3), 177-185. Kashyap, R., & Bojanic, D. C. (2000). A structural analysis of value, quality and price perceptions of business and leisure travelers. *Journal of Travel Research*, 39, 45-51. Keller, K. L. (2001). *Strategic Brand Management: Building, Measuring, and Managing Brand equity*. Prentice Hall: International, Inc. Kirk, J. (1992). The new status symbols. *Adweek*, 5, 38-39. Kotler, P. (2004). *Marketing Management* (3rd ed.). Prentice-Hall: International, Inc. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22. Lanza, d. R. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*, 18(5), 410-425. Lichtenstein, D. R., Bloch, H. P., & Black, C. W. (1989). Correlates of price acceptability. *Journal of Consumer Research*, 15(2), 243-252. Mazursky, D., & Jacoby, J. (1986). Exploring the development of store images. *Journal of Retailing*, 62, 145-165. Mehta, A. (1999). Using self-concept to assess advertising effectiveness. *Journal of Advertising Research*, 39(1), 81-89. Mitra, K., Reiss, M. C., & Capella, L. M. (1999). An examination of perceived risk, information search and behavioral intentions in search, experience and credence services. *Journal of Service Marketing*, 13(3), 208-228. Monroe, K. B., & Sausan, M. P. (1981). Buyers' perceptions of price: An update of the evidence. In K. Harold and T. S. Robertson (Eds.), *Perspectives in Consumer Behavior*(pp. 43-55). Glenview, Illinois: Scott Foresman. Monroe, K. B. (1990). *Pricing: Making profitable decision*. New York: McGraw-Hill Publishing Co. Monroe, K. B., & Krishnan, R. (1985). The effect of price on subjective product evaluation. In Jacob and C. Jerry (Eds.), *Perceived Quality: How Consumers View Stores and Merchandise* (pp. 209-232). Massachusetts: Lexington Books. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33-44. Pettis, C. (1997). Challenge: Try branding unix. *Marketing Computers*, 17(4), 68-70. Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145. Raju, J. S., Sethuraman, R. J., & Dhar, S. K. (1995). The introduction and performance of store brands. *Management Science*, 41(6), 957-978. Rao, A. R., & Kent, B. M. (1988). The moderating effect of prior knowledge on cue utilization in product evaluations. *Journal of Consumer Research*, 15(2), 253-264. Richardson, P. S., Alan, S. D., & Arun, K. J. (1994). Extrinsic and extrinsic cue effect on perceptions of store brand quality. *Journal of Marketing Research*, 58(4), 28-36. Ridgway, N. M., & Netemeyer, R. G. (1993). Price perception and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30, 234-245. Tan, S. J. (1999). Strategies for reducing consumers' risk aversion in internet shopping. *Journal of Consumer Research*, 16(2), 163-180. Thakor, M. V., & Katsanis, L. P. (1997). A model of brand and country effects on quality dimensions: Issues and implications. *Journal of International Consumer Marketing*, 3, 79-100. Quelch, J. A., & Harding, D. (1996). Brand versus private labels fighting to win. *Harvard Business Review*, 74, 99-109. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.