

論文名稱：消費者對品牌延伸產品評價之研究 總頁數：138

校(院)所組別：中國文化大學商學院國際企業管理研究所

畢業時間及提要別：九十七年度第二學期碩士學位論文摘要

研究生：許斐然

指導教授：楊台寧

中文摘要

在市場激烈的競爭下，企業為滿足消費者日新月異的需求，提供更完善的服務與更多樣化的產品內容，使得企業大量利用品牌策略來強化自身的競爭優勢。一個強勢的品牌不但能夠替企業創造附加價值，而且強勢品牌更難以被競爭者模仿(Aaker, 1990)，所以有越來越多的企業採用品牌延伸的方式來達到新產品上市的目的，不但能減低失敗的風險，更可以降低上市的成本。

本研究以品牌延伸為主軸，探討品牌權益、品牌形象、產品契合度與母品牌偏好對消費者購買意願的影響，並提出下列研究目的：

- 一、建立品牌延伸產品的模式，驗證架構之可行性，並探討各構面對消費者購買意願之影響差異。
- 二、探討品牌延伸關鍵因素，以利品牌延伸產品研發規劃與決策。
- 三、探討品牌延伸與人文變數之關係，以提供企業在延伸產品上的行銷策略擬定與思考方向。

本研究的對象為一般消費者，以台北地區各大百貨公司與精品購物網站討論區為資料蒐集的主要來源，有效問卷回收為 264 份。回收後，採用數量方法為 spss12.0 來進行資料分析與假說檢定。在基本分析上方面包括敘述性統計、信效度分析、驗證性因素分析、路徑分析和共線性分析。

而本研究結果發現如下：

- 一、品牌形象正向影響消費者購賣意願。

二、產品種類契合度正向影響消費者購買意願。

三、母品牌偏好正向影響消費者購買意願。

最後，對此項結果提出對企業與公司之建議，期盼可為企業與公司對於管理實務以及後續學術研究方面提出相關建議的說明。

關鍵字：品牌權益(Brand Equity)、品牌形象(Brand Image)、契合度(Category Fit)、精品產業(Luxury Goods)



Appraisal of The Brand Extension Product of
Consumer

Student: Fei-Jan, Hsu

Advisor: Prof. Tai-Ning, Yang

Chinese Culture University

ABSTRACT

In the competitive market, the enterprise wants to approach what consumer needs, they provide more perfect service and copious product to consumer, causes the enterprise to strengthen their own competitive advantage by using the brand strategy. A mighty brand can be creating added value for the enterprise, and it is difficult for competitor to copy the mighty brand (Aaker, 1990). Therefore there are more and more enterprises achieve their new product by using brand extension strategy. Not only can decrease the risk of failure, but reduce the cost as well.

In the frame of brand extension, the research motive is to discuss the buyers' perception effect by brand equity, brand image, product category fit and original brand hobby. And following are the research purpose:

1. Establishment the model of brand extension, confirmation the research construction and discusses the effect of buyers' perception by each factor.
2. Discusses about the key point of brand extension, to help brand extension product decision and development.
3. Discusses about the effect of brand extension by humanities variable, provides enterprise strategy and direction to extend their product in the market.

This research's object is the common consumer, resource of sample include department store in Taipei and luxury goods shopping website. For the 264 valid questionnaires were recovered. This research uses the gauging device after the questionnaire recycling, the material analysis and the hypothesis examination is done by SPSS 12.0. In the basic analysis, including descriptive statistics, reliability and validity analysis, factor analysis and certification path analysis co linearity analysis. The results of this study and the findings were as follows:

1. Brand image positive impact on buyers' perception.
2. Product category fit positive impact on buyers' perception.

3. Original brand hobby positive impact on buyers' perception.

Finally, the results of the enterprise with the company's proposal, and hoped for the company for business and management practices, as well as for follow-up to the relevant aspects of academic and research recommendations.

Key word: Brand Equity, Brand Image, Category Fit, Luxury Goods.

