



國立高雄應用科技大學  
企業管理系碩士班  
碩士論文

影響購物網站品牌權益之因素探討  
- 以關係年資為干擾變數

Antecedents of Brand Equity of Shopping Websites and the Role of  
Relationship Age

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# 影響購物網站品牌權益之因素探討

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#### 摘要

過去探討有關於影響購物網站的品牌權益之因素的研究相當多，但是對於影響品牌權益的變數間之關係似乎尚未釐清。本研究探討影響購物網站的品牌權益之因素將品牌形象為前因變數，信任、知覺風險為中介變數，關係年資為干擾變數。本研究以曾在購物網站購物之消費者做為研究對象，正式問卷共發放 200 份，剔除無效問卷之後共獲有效問卷共 172 份，以迴歸分析驗證各研究假說，結論分述如下：(1)信任正向影響購物網站品牌權益；(2)知覺風險負向影響購物網站品牌權益；(3)信任負向影響知覺風險；(4)品牌形象正向影響購物網站品牌權益；(5)當消費者知覺品牌形象愈好，則其信任愈高；(6)當消費者知覺品牌形象愈好，則其知覺風險愈低。其次，探討信任的中介效果發現：(1)信任在品牌形象與品牌權益之間具有中介效果；(2)信任在品牌形象與知覺風險之間具有中介效果。最後探討關係年資的干擾效果發現：(1)年資會干擾信任對於知覺風險之影響性；(2)年資會干擾品牌形象對於知覺風險之影響性。依據研究發現，本研究提出相關實務建議。

關鍵字：品牌形象、信任、知覺風險、品牌權益、關係年資

# Antecedents of Brand Equity of Shopping Websites and the Role of Relationship Age

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## ABSTRACT

In the past, there were lots of studies discussing the factors affecting the web site equity, but they did not clarify the relationships among the factors, the study takes brand image as the antecedent variable, trust and perceived risk as the mediating variables, and relationship age as the intervening variable. The study takes on line shoppers as research target. There were 200 questionnaires distributed, and 172 valid questionnaires were returned. The study employs regression analysis to verify each supposition. The results are as follows. (1) The trust influences the shopping website equity positively. (2) The shopping website equity is negatively affected by the perceived risk. (3) The trust negatively affects the perceived risk. (4) The brand image poses positive impact on the website equity. (5) The better brand image online shoppers perceive, the higher trust level they possess. (6) The better brand image online shoppers perceive, the lower perceived risk they possess. Then, the study probes into the mediating effect of trust, obtaining the following results. (1) The trust performs a mediating role between the brand image and the brand equity. (2) The trust possesses a mediating effect on the brand image and the perceived risk. Lastly, the study investigates the intervening effect of the relationship age. What follows are the results. (1) The age intervenes in the effect the trust poses toward the perceived risk. (2) The age intervenes in the effect the brand image poses toward the perceived risk. According to the above findings, the study brings out related suggestions.

Keywords: brand image , trust , perceived risk, brand equity, relationship age

# 第一章 緒論

## 第一節 研究背景及動機

隨著網際網路產業發展的逐漸成熟，以及在網際網路中具有跨越地域國界、時間限制及互動性高、即時回應、成本較低、進入門檻障礙低等特性，帶動企業在網際網路商業的發展熱潮。消費者也養成上網購物、搜尋商品資訊與上網比較價格等習慣。根據網路世界統計(Internet World Stats)，截至2010年6月全球上網人口達19.6億，其中亞洲地區佔42% (8.2億)，歐洲為24.2% (4.8億)，北美是13.5% (2.7億)，而全球上網人口普及率達29%，全球上網人口從2000到2010年成長率已達到445%，(<http://www.internetworldstats.com/list2.htm>，2010)。

Business Week (2007)公佈之Best Global Brands的調查指出，許多網路公司的品牌價值已達全球百大企業，其中以Google的成績最為亮眼，從去年的24名上升至20名，品牌價值已達到178 億美元，成為許多網路公司中的領導品牌。其中eBay排名47、Yahoo排名55，而其品牌價值皆超過50億美元，並且贏過許多傳統的知名品牌如NIKE、SONY等，網路品牌的快速興起已成為一股不可抵擋的勢力，因此網路品牌經營的課題也越顯重要。資策會產業情報研究所(MIC)預估，2010年台灣線上購物市場規模將達到新台幣3,583億元，較2009年成長率為21.5%，其中B2C市場為2,053億元，C2C市場為1,530億元預估，台灣2011年的線上購物市場可望達到新台幣4,300億元的規模，年成長率為20%。預期網路購物市場銷售金額仍持續成長(資策會，2010)。而在網際網路中各種商業應用，『網路購物』則是提供廠商與消費者在商業交易模式中，最直接且最快速的接觸管道。網際網路的興起，使得商業競爭將從傳統的「實體市場」轉移至「網路空間市場」(Payport & Sviolka，1994)，因此探討如何增加購物網站之競爭力的研究，是相當重要。

Dayal, Landesberg, and Zeisser(1999)的研究指出，在電子商務的環境中品

牌是相當重要的，因網際網路環境之特性，消費者往往無法親身感受訂購的產品，在品質和功能等不明確的情況之中，品牌可以幫助消費者做出選擇。品牌權益來自於以往交易經驗的累積，而一個具品牌權益的電子零售商也說明，其「訂單履行的能力」能符合以往與它交易消費者的期望（Luo,2002）。Aaker(2000)認為：網路的特性使得消費者在網站上與其他人溝通時，能得到與該品牌有關的體驗，同時也將品牌權益分成以下五大部分，其中有品牌忠誠度、品牌知名度、認知品質、品牌關聯度、其他品牌資產等。Gommans 等學者(2001)則認為網路忠誠(e-loyalty)延伸了傳統的品牌忠誠行為至網路的消費者行為上。更認為在網路世界中，忠誠度較實體世界更為複雜，也較難達成。綜合上述，亦突顯了探討影響網站品牌權益之相關研究的重要性。

Smith(2002)認為網站最重要的商業目標是最大化顧客忠誠度，亦即讓使用者的瀏覽及購買行為最大化，而非僅產生短期的瀏覽行為。Smith 並認為傳統培養顧客忠誠的方法在網路上必需有所改變，必需配合網站環境從安全、隱私權等議題著手，並利用新技術改善顧客經驗。而最大化顧客忠誠度，將增加網站品牌權益。探討影響網站品牌權益之相關研究甚多，如賴明正、陳秋美(2008)認為消費者對於網站所感受到的信任和網站忠誠度呈正相關。但值得信任的網站太多了，信任度高的網站，消費者就一定對於網站忠誠嗎？亦即是否應加入考量其他因素，才能決定品牌權益呢？林娟娟、林禹均、王舒民(2010)發現：消費者對網路商店之信任，負面影響其對網路購物的知覺風險；McKnight, Choudhury & Kacmar (2002)認為消費者對於網站所感受到的知覺風險和網路購物意願呈負相關，上述文獻隱含了知覺風險的中介角色，亦即信任、網站品牌權益及知覺風險三者間的關係，有待釐清。相同邏輯地，雖品牌形象對品牌權益有顯著的正向影響(Faircloth, Capella & Alford, 2001；紀信光、廖國廷、陳雅雯，2009)，但是品牌形象是否也會透過知覺風險或信任而影響品牌權益？值得探討。

最後，本研究發現品牌形象對於忠誠度或品牌權益之影響性不確定，因閻瑞彥、周嘉俊(2008)發現：品牌形象不會直接及間接透過信任對於忠誠度產生顯著影響；然而陳建成、張維志（2010）研究指出品牌形象正向影響購買意願，而購買意願為品牌權益眾多因子之一(如江義平及林志穎, 2010)。上述文獻，隱含須考量其他干擾因素，上述關係方能成立。本研究導入關係年資做為干擾變數，因施采君(2007)之研究顯示：隨著使用年資的增加，服務品質對顧客承諾影響性增加。因此，本研究欲探討，隨著使用年資的增加，品牌形象、信任度及知覺風險等與服務品質意思相近之認知因子，其對於品牌權益之影響性，是否亦會產生增強的效果？綜合上述研究結論，本研究將提出建議給後者。

綜合本研究目的如下：

- 一、探討品牌形象對購物網站品牌權益之影響
- 二、探討品牌形象對購物網站之信任度影響
- 三、探討品牌形象對購物網站知覺風險之關係
- 四、探討信任對購物網站品牌權益之關係
- 五、探討信任對購物網站知覺風險之關係
- 六、探討知覺風險對購物網站品牌權益之關係
- 七、探討關係年資是否會干擾上述關係
- 八、探討信任及知覺風險的中介效果

## 第二節 研究流程

在研究與動機的激發下，確定了本研究的目的、研究範圍與研究對象接著蒐集、探討相關的文獻後，建立研究架構。本研究流程如圖 1-1 所示，分述準備階段、實施階段、完成階段如下：

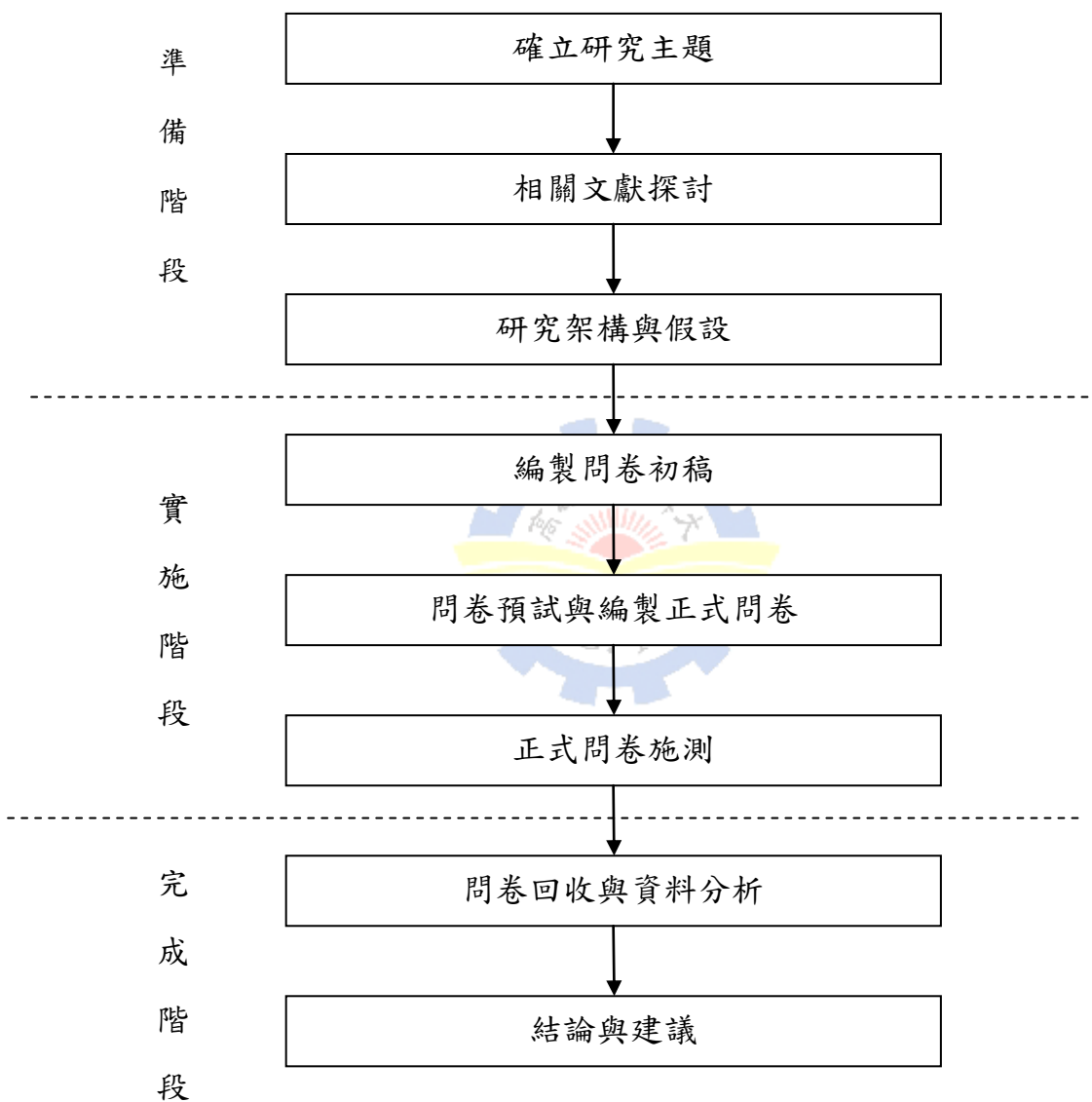


圖 1-1 本研究流程圖

資料來源：本研究整理



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