

探討影響自有品牌購買意願之因素及涉入的角色

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摘要

許多通路皆紛紛發展自有品牌商品，使得自有品牌市佔率的一再成長，AC尼爾森 2007 年「消費者購物行為調查」指出，量販店則是 45% 的消費者花費最多的通路，儼然在台灣消費者生活中扮演著重要的角色。過去的研究中大多只探討自有品牌知名度、自有品牌形象、知覺風險對自有品牌購買意願之關係，鮮少將聰明消費者的自我知覺及涉入程度等人格特質納入研究。緣此，本研究將自有品牌知名度、自有品牌形象、與聰明消費者的自我知覺作為前因變數，自有品牌知覺風險為中介變數，自有品牌購買意願為依變數，並將涉入程度作為干擾變數，進行探討變數間之關係。本研究以高雄市地區且曾經至家樂福購物之消費者為研究對象，共發放問卷 400 份，有效回收問卷為 313 份。

在本研究在各個變數間之迴歸分析結果中發現：(1)自有品牌知覺風險會負向影響自有品牌購買意願。(2)自有品牌知名度及自有品牌形象會負向影響自有品牌知覺風險。(3)聰明消費者的自我知覺會正向影響自有品牌知覺風險。其次，探討自有品牌知覺風險的中介效果發現：(1)自有品牌知覺風險對於自有品牌知名度及自有品牌購買意願具有部分中介效果。(2)自有品牌知覺風險對於自有品牌形象及自有品牌購買意願具有部分中介效果。最後探討涉入程度的干擾效果發現：(1)自有品牌知名度、自有品牌形象及聰明消費者的自我知覺對於自有品牌知覺風險的影響關係受到涉入程度干擾。(2)自有品牌知覺風險對於自有品牌購買意願的影響關係受到涉入程度干擾。

關鍵詞：自有品牌知名度、自有品牌形象、聰明消費者的自我知覺、知覺風險、涉入程度、自有品牌購買意願

Factors Influencing Purchasing Intention of Private Label And The Role of Involvement

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Abstract

Many channels have private label products are make the growth of private label 's market share. According to the 2007 Nielsen Shopper Trends, Discount stores was 45% of consumers spent the most of the pathway. Most previous studies only the private label awareness, private label image, perceived risk and purchase intention relationship. Few consumers would be wise Smart shopper self-perception and involvement, personality traits included in the study. Therefore, this study will discuss about predictor variables of private label awareness, private label image & Smart shopper self-perception. ; Discuss about mediating variables of perceived risk. ; Discuss about dependent variable of Purchase Intention. There were 400 official questionnaires distributed. After taking away the invalid questionnaires, there were 313 valid questionnaires returned.

After using regression analysis of data to verify the suppositions of different studies, the following conclusions are drawn (1) The perceived risk has negative effect on purchase intention.(2) Private label awareness & private label image has negative effect on perceived risk.(3)Smart shopper self-perception has positive effect on perceived risk. ; Second, Discuss the mediating effect of the private label perceived risk(1)Perceived risk has mediating effect in the private label awareness and purchase intention.(2)Perceived risk has mediating effect in the private label image and purchase intention. ; Finally, Discuss the moderation effect of involvement ; (1)

Involvement has moderating effect on private label awareness, private label image and smart shopper self-perception for perceived risk. (2) Involvement has moderating effect on perceived risk for purchase intention.

Keywords: Private Label Awareness, Private Label Image, Smart Shopper Self-perception, Perceived Risk, Purchase Intention



第一章 緒論

第一節 研究動機

自有品牌市佔率一再成長，AC 尼爾森 2005 年 10 月發表的「AC 尼爾森全球經理人報告：2005 年自有品牌的力量」(<http://tw.nielsen.com>)顯示，自有品牌以超過一般品牌成長率兩倍的幅度、以 5% 速度持續成長。在超過三分之二的國家中，自有品牌的銷售都比一般品牌成長更快。調查報告中顯示，在五大洲國家中，在歐洲的消費者對自有品牌最為青睞，擁有 23% 的市佔率，成長了 4%。調查報告中也顯示，全球平均有 68% 的消費者會認為超市的自有品牌是品牌商品的另一個好選擇，在幾個自有品牌發展高度成熟的地區如歐洲(78%)、太平洋地區(78%)以及北美國家(77%)，相較於拉丁美洲(64%)與亞洲(51%)而言，尤其明顯。

根據 AC 尼爾森最新的零售及消費者購物行為報告顯示，亞太區的快速流通消費品銷售在 2010 年第二季成長了 12%，自 2009 年多數市場成長率下滑中反彈，且大幅超越去年同期；文中指出雖然自有品牌的概念在所有亞洲市場仍是未開發，僅有香港擁有超過 5% 的市佔率，但在 2009 年的經濟衰退時期，自有品牌銷售量在多數市場都呈現增加。消費者在購買日常用品時，愈來愈會尋找具有價值的產品，也因此自有品牌成長超過 25%。這對零售商而言，是重要的長期機會。

經濟部(<http://www.moea.gov.tw>)也指出，2010 年 2 月批發、零售及餐飲業營業額年增率為 9.48%，累計 1 至 2 月批發、零售及餐飲業營業額為 2 兆 636 億元，較上年同期增加 11.63%。零售業中的綜合商品零售業 2 月營業額達 825 億元，其中零售式量販店業增加 63.42% 最多，百貨公司業增加 50.98% 次之。累計 1 至 2 月綜合商品零售業營業額則達 1562 億元，創歷年同期最高額，較上年同期增加

5.05%，其中以百貨公司業增加 7.84%，便利商店業增加 5.61%，零售式量販店業增加 4.55%，上述通路營業額的增加，可能來自於自有品牌的推出。

許多通路皆紛紛發展自有品牌商品，如量販型通路家樂福「家樂福商品」、「超值商品」(<http://www.carrefour.com.tw>)、大潤發「FP」的自有品牌商品、愛買「最划算」自有品牌商品(<http://www.rt-mart.com.tw>)以及好市多(COSTCO)經營的「Kirkland」自有品牌商品(<http://www.castco.com.tw>)等；現代化通路如統一超商旗下「7-Eleven」與「7-SELECT」兩大自有品牌(<http://www.7-11.com.tw>)、頂好 Wellcome 兩項自有品牌「First Choice 首選牌」以及「No Frills 特惠牌」等(<http://www.wellcome.com.tw>)；藥妝型通路如屈臣氏、康是美等皆致力於發展自有品牌商品。但是根據 AC 尼爾森 2007 年「消費者購物行為調查」(2007 Nielsen Shopper Trends)指出，量販店則是 45%的消費者花費最多的通路，儼然在台灣消費者生活中扮演著重要的角色。2010 年台灣零售商通路較具規模的分別為家樂福量販店全台共計有 64 家分店，大潤發量販店(含大買家系統)共計有 26 家分店，愛買在全台共有 17 家分店，好市多(COSTCO)在全台則有 6 家分店。

台灣零售商通路自有品牌如家樂福量販店為「家樂福商品」、「超值商品」等。從飲料、食品、橫跨到文具、家庭清潔用品、大小家電。與市場領導品牌比較，定位於品質同等或優於領導品牌，但售價低於市價 10%~15%，並委託 SGS 台灣檢驗科技股份有限公司專業人員進行評核及定期抽檢，以控管其作業符合標準。大潤發量販店則有 1200 項以上「FP」的自有品牌商品，從衛生紙、家庭清潔用品、個人清潔用品、燈泡、礦泉水、包裝米、飲料沖調食品、休閒零食、罐頭、泡麵、調味料、內衣襪帕等，目的就是為了滿足顧客生活需求。標榜全系列自營商品皆通過國際性第三公正單位：台灣檢驗科技(SGS)、全國公證(Intertek)及法國歐尚集團 AQSI 認證，食品類每年檢驗 3 次以上，非食品類每年至少檢驗 2 次，並於大潤發總公司設置專責的品管部門，嚴格監控自有品牌商品品質。

愛買也有「最划算」自有品牌商品，包含食品、清潔用品、家用五金、織品及家電用品等，經過國際知名的檢測公司協助商品品質控管，且平均價格都比市場上之領導品牌便宜 20-50%。好市多則是經營「Kirkland」自有品牌商品，Kirkland 系列商品包括冷凍食品、紙類用品、維他命、洗髮精、餅乾、咖啡豆、家用品、行李箱、電池、服飾、清潔用品等。

由於自有品牌商品的推出日益增加，如何勝出並增加消費者購買意願是一個重要的研究議題。關於研究購買意願的研究甚多，如袁幸慈(2006)的研究中就指出零售商商店形象愈好，消費者對於該零售自有品牌形象之看法愈好，亦可降低消費者對於自有品牌的知覺風險，進而增加購買意願。林振揚(2007)研究中也指出，消費者對於產品來源國形象越佳時，消費者的知覺風險越低。上述文獻代表自有品牌形象可能間接透過自有品牌知覺風險對購買意願產生影響，隱含知覺風險的中介角色。

就自有品牌知名度而言，在林陽助、李宜致、林吉祥 & 林婉婷(2009)研究中，如果廠商品牌知名度高，則會減低消費者面對折扣幅度高所帶來的負面知覺品質。而根據許立群(2007)的研究結果顯示，品牌知曉會正向影響購後行為，並且品牌聯想也會正向影響滿意度。Burton ,et al.(1998)研究中指出聰明消費者的自我知覺(Smart shopper self-perception)與價格知覺、價值知覺呈正向相關，亦即當消費者對品牌價格的知覺愈高，在購買品牌的偏好上愈會關心商品的價格及價值。Garretson et al.(2002) 以及 Manzur ,et al.(2010)研究中也發現，聰明消費者的自我知覺會正向影響品牌態度。然而，誠如前述，知覺風險可能為中介變數。因此，本研究欲探討自有品牌知名度、自有品牌形象以及聰明消費者的自我知覺對於自有品牌購買意願的影響是否受到自有品牌知覺風險中介影響？

涉入程度的不同亦可能干擾上述關係，在林隆儀及陳俊碩(2010)則於研究中指出消費者的產品涉入對品牌來源國形象、產品製造國形象、品牌知名度之兩兩

變數組合與全部變數組合對消費者購買意圖的影響會有正向干擾效果。基於上述，本研究欲探討涉入程度是否干擾自有品牌知名度、自有品牌形象、聰明消費者的自我知覺與自有品牌購買意願間的關係?針對上述關係之釐清，本研究將提出具體建議給管理者。



第二節 研究目的

量販店是 45% 的消費者花費最多的通路(2007 Nielsen Shopper Trends)，所以如何讓消費者能對於自有品牌商品產生購買意願進而創造收益則是通路商應深入瞭解的。

根據上述文獻發現自有品牌對於零售通路商的重要性與日遽增，且對於零售通路商的貢獻也逐漸增加，所以對於提升自有品牌購買意願是重要的。在過去的文獻中發現，多數研究聚焦在自有品牌形象、自有品牌知名度與自有品牌購買意願關係之研究，鮮少將「聰明消費者的自我知覺」納入考量，忽略消費者人格特質以及公司因素也可能會同時影響「自有品牌購買意願」，因此本研究以消費者人格特質以及公司因素的角度探討，透過「涉入程度」作為干擾因素，對「自有品牌知覺風險」的影響關係做探討，反應在對於通路自有品牌的購買意願影響及變化。

綜合上所述，本次的研究目的有四，整理如下：

1. 探討「自有品牌形象」、「自有品牌知名度」、以及「聰明消費者的自我知覺」對「自有品牌知覺風險」的直接影響關係。
2. 探討「自有品牌知覺風險」對「購買意願」的負向影響關係。
3. 探討「自有品牌形象」、「自有品牌知名度」、以及「聰明消費者的自我知覺」對「自有品牌知覺風險」的影響關係是否受到「涉入程度」所干擾。
4. 探討「自有品牌知覺風險」對「自有品牌購買意願」的影響關係是否受到「涉入程度」所干擾。
5. 探討「自有品牌知覺風險」之中介效果。

第三節 研究架構

本研究流程共分為八個階段，如圖 1-1 所示

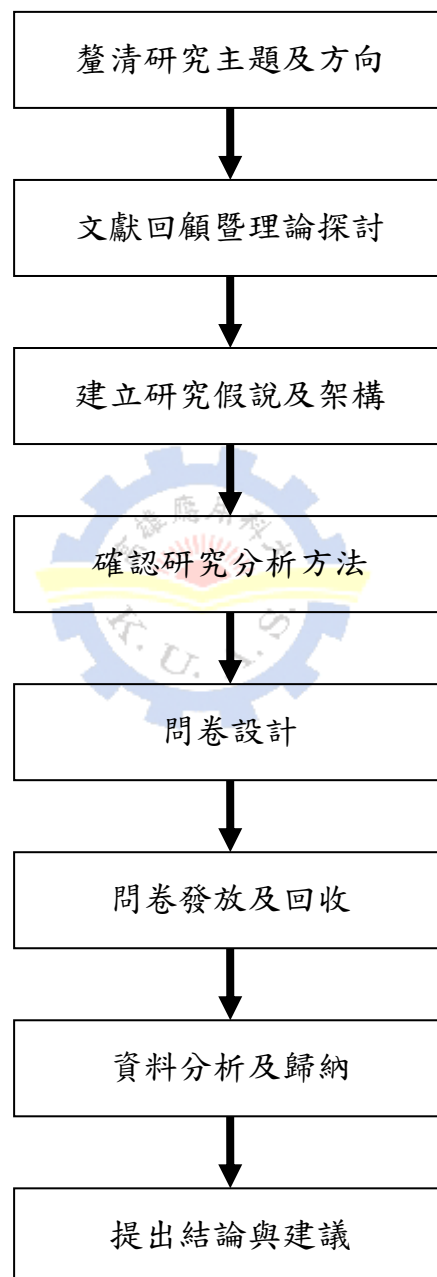


圖 1 - 1 研究流程

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