

影響消費者對母品牌與延伸產品之購買意願因素-以知覺風險與品牌承諾為干擾

**The Influence of Factors on Consumer's Purchase
Intention Toward Brand and Extension Brand-
Perceived Risk and brand commitment as
Moderators**

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摘要

過去探討有關於影響購買意願的因素之研究相當多，但是對於影響購買意願變數間之關係似乎尚未釐清。本研究探討影響購買意願之因素將知覺契合度(產品類別契合度、品牌形象契合度)及延伸態度為前因變數，延伸態度為中介變數，知覺風險及承諾為干擾變數。本研究以高雄地區之民眾做為研究對象，正式問卷共發放260份，剔除無效問卷之後共獲有效問卷共233份，以階層迴歸分析驗證各研究假說，結論分述如下：(1) 延伸態度對知覺契合度與延伸產品購買意願間關係，具有中介效果；(2) 消費者的延伸態度對延伸產品購買意願有正向的影響；(3) 消費者所認知的產品類別契合度越高越有利於延伸態度；(4) 消費者所認知的品牌形象契合度越高越有利於延伸態度；(5) 當消費者對於母品牌有較高的品牌承諾時，將會強化延伸產品類別契合度對延伸態度的影響；(6) 當消費者對母品牌有較高的品牌承諾情況，將會強化延伸品牌形象契合度對延伸態度的影響。依據研究發現，本研究提出相關實務建議。

關鍵字：購買意願、知覺契合度、延伸態度、知覺風險、品牌承諾

Abstract

In the past, there were a lot of studies discussing about the factors affecting the purchase intention of people, but they did not clarify the relationship among the variables affecting these constructs. When exploring the factors affecting people's purchase intention, the study takes perceived fit and extension attitude as the antecedent variables, extension attitude as the mediating variable, commitment as the moderators variables. The study takes Kaohsiung City studying as the research targets. There were 260 official questionnaires distributed. After taking away the invalid questionnaires, there were 233 valid questionnaires returned. After using regression analysis of data to verify the suppositions of different studies, the following conclusions are drawn: (1) extension attitude has mediating effect in the interrelationship among perceived fit and purchase intention; (2) The extension attitude has positive effect on extension purchase intention; (3) The more highly category fit recognized by customer has negative effect on extension attitude; (4) The more highly image fit recognized by customer has negative effect on extension attitude; (5) The effect of category fit on extension attitude is stronger when consumer has high commitment; (6) The effect of image fit on extension attitude is stronger when consumer has high commitment. According the findings of the study, related suggestions for practices are proposed by the study.

Key Words : Purchase Intention 、 Extension Attitude 、 Perceived Fit 、
Commitment

第一章 緒論

第一節、研究背景及動機

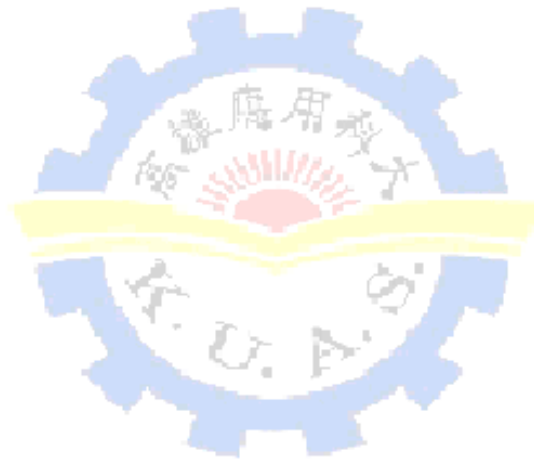
企業為了要滿足消費者不斷改變的需求，必須不斷地推陳出新，推出多樣化的產品還有服務，並且善用企業特有的資源來強化自身的競爭優勢。然而，一個新產品從研發至上市，企業需要投入大量的資源，但卻又不一定能夠成功。依據美國的資料統計顯示，每年平均約有十六萬件的新產品上市，但真正能夠成功的產品約只有百分之二十五，其餘的皆失敗(Joan Schneider,2006)。企業為了避免推出新產品而遭受失敗的風險，以及降低推出成本(Milewicz and Herbig, 1994; Keller,2003)，有超過百分之八十的企業採用品牌策略，並運用品牌延伸的方式來達到新產品成功上市的目的(Keller, 2003)，同時企業以品牌延伸策略推出新產品的益處為，第一，在市場上口碑好的既有品牌可以讓消費者更快速的認同與接受新產品，第二，利用在市場上已存在的高知名品牌，為新產品作背書可省下打造一個全新品牌所需的行銷成本，因為消費者對母品牌較熟悉，也較願意試用新產品(Fox & Reddy,2001)，第三，透過品牌延伸可以增加與強化潛在的品牌聯想性，甚至在進入新市場時，增加消費者對新產品的接受度(Hankinson and Cowking, 1993；Keller, 1998)。例如華碩(主機板設計)推出筆電，蘋果(電腦軟硬體製造)推出iphone、ipod，都是企業採取品牌延伸策略成功的最好例證。企業並且期望能夠透過品牌延伸策略使品牌權益發揮極致槓桿作用(McWilliam, 1993, Tauber, 1981, Aaker and Keller, 1990, Sunde and Brodie, 1993)。

根據過去的文獻發現，企業為了要追求成長，會藉助品牌延伸策略來擴大版圖，然而品牌延伸策略並非通行無阻，亦具有風險性，若企業想讓品牌變得無所不在，反而易使品牌迷失方向、喪失焦點，很可能對未來品牌發展形成嚴重的威脅(Smith and Park,1992)。過去有許多學者指出，透過品牌延伸策略可能會稀釋母品牌的定位與形象，也就是說，失敗的延伸產

品很可能會模糊故有已存在於消費者心中母品牌的形象，並且會對母品牌原先在市場的表現造成一定傷害(Aaker,1990；Loken and John,1993)。較著名的失敗案例即為，知名牛仔褲品牌Levi's就曾經推出正式的西裝服飾，卻無法將Levi's休閒的品牌特性移轉到正式的西裝服飾上，消費者對於Levi's西裝的認知有落差，導致品牌延伸失敗而蒙受損失。由此可知，品牌延伸策略並非無往不利，過度的拓展很可能會危害原來的品牌權益(Smith and Park,1992)，進而降低消費者之購買意願。而Kotler(2000)認為吸引新顧客來消費並不是企業真正獲利的來源，能留住舊有顧客持續消費，才是企業真正獲利所在。基於上述，本研究將探討影響延伸品牌態度及購買意願之因素為何？

根據心理學的理论基礎，在過去的研究中，許多學者透過不同的理論試圖去解釋品牌延伸的回饋效果(Gürhan-Canli and Maheswaran, 1998;Loken and John, 1993)，並且分析其他因素的影響，如探討消費者之延伸態度對於母品牌形象之影響(Alexander and Colgate, 2005; Chang, 2002)。然過去的研究中，使用有限的變數去衡量，使得分析的範圍變得狹隘以至於較難推廣至其他領域；相較於E Martínez Salinas and J Miguel Pina Pérez(2009)的研究，本研究的出發點亦著眼於探討透過知覺契合度對延伸態度之影響性，進而探討其對於母品牌及延伸產品購買意願的影響。進一步地，縱觀先前學者有關品牌延伸的相關研究中，主要集中於探討契合度對品牌延伸的重要性上，而本研究亦著眼於此，且套用Bhat and Reddy (1997)關於知覺契合度的定義，將以往之契合度分為兩類，分別為產品類別契合度還有品牌形象契合度；另外，本研究將購買意願分成母品牌購買意願以及延伸產品購買意願兩類。更重要地，本文欲探討消費者在評估延伸產品的過程中，對延伸產品之知覺風險與對母品牌之品牌承諾對於知覺契合度與延伸態度間之關係是否具有干擾作用存在？因在Han and Schmitt (1997)的研究中指出，香港的消費者對於規模較大的公司，所推出的延伸產品，雖知覺契合度低，但消費者卻依然能夠接受；相較於香港的消費者，美國的消費者則較在乎產品契合度勝過公司規模。根據上述文獻，本研究認為一般而言公司規模越大，由於公司形象較佳，其所銷售之

產品(包括延伸產品) , 消費者對其所感覺到的不確定性將會降低, 因此, 縱使延伸品的契合度不佳, 由於知覺風險的降低, 消費者對於延伸產品的購買意願仍然可能會增加。另外, Hansen (2004)研究認為, 情感承諾對現任品牌的延伸類別之購買意願是負向影響, 然而知覺延伸產品的相似性及組合商品的偏好對於延伸產品的購買意願是正向影響, 其未證實對延伸類別之母品牌情感承諾, 是否干擾知覺延伸產品的相似性與延伸產品的購買意願間之關係。本研究將知覺契合度與消費者之品牌承諾放入模型中一併探討, 以釐清承諾是否可能干擾知覺契合度對於延伸態度的關係。



第二節、研究目的

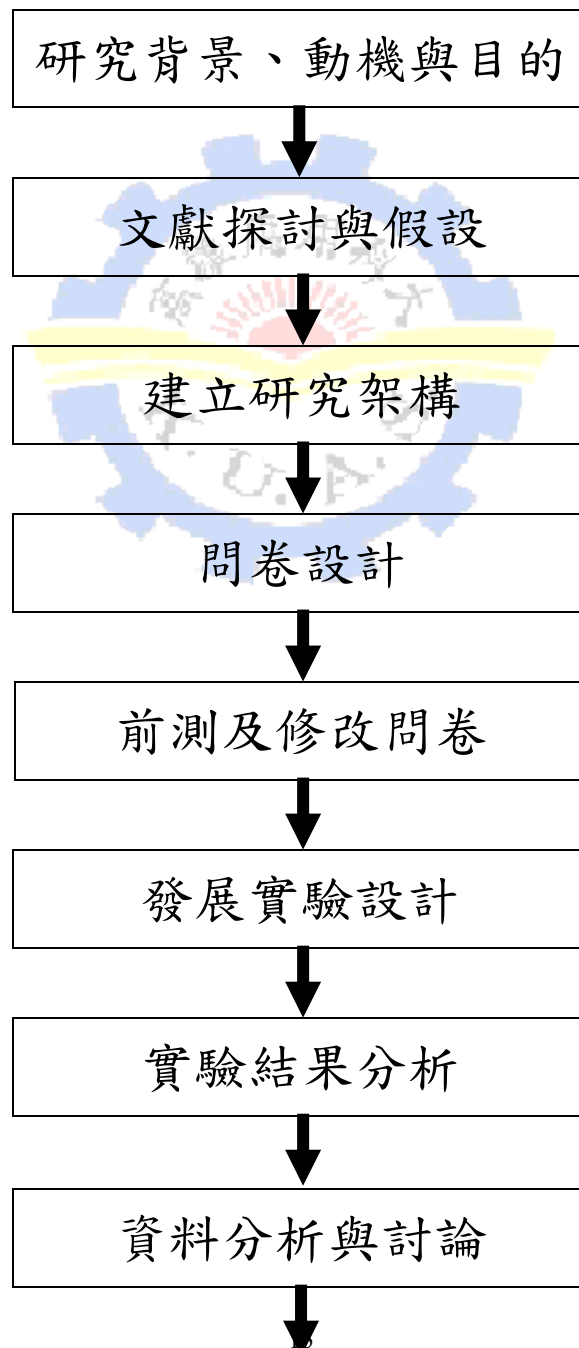
本研究主要在探討產品類別契合度、品牌形象契合度對於延伸態度的影響，以及延伸態度對於延伸產品、母品牌之購買意願間之關係；此外，更將知覺風險與品牌承諾作為本研究之干擾變數，期望藉由相關文獻之探討與整理，及實地收集資料來做為實證研究之分析，以建立影響消費者之延伸態度模式。綜合上述觀點，本研究欲探討之研究目的如下：

- (一) 延伸態度對延伸產品及母品牌產品購買意願之影響性。
- (二) 產品類別契合度、品牌形象契合度對延伸態度間之關係。
- (三) 知覺風險是否干擾知覺契合度(產品類別契合度、品牌形象契合度)對延伸態度間之關係。
- (四) 品牌承諾是否干擾知覺契合度(產品類別契合度、品牌形象契合度)對延伸態度間之關係。

本研究可分為五個章節。第二和第三章包含一個簡要的文獻回顧，以及理論模型的假設與建立。第四章介紹研究方法來驗證此模型，而結論則是在第五章，且包含管理意涵、後續研究與研究限制。

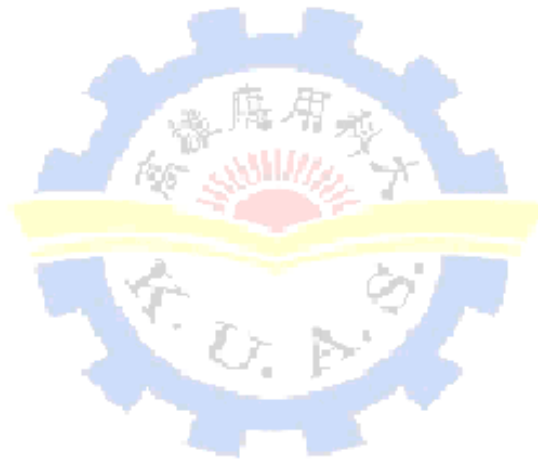
第三節 研究流程

本研究流程共分為九個階段，首先確認研究背景、動機與目的後，並確定研究對象與範圍，本研究主要的研究對象為一般消費大眾；研究範圍則以大高雄地區之消費大眾為主。當確認研究目的與範圍後，便可進行文獻探討，以對品牌延伸、購買意願、延伸態度、知覺契合度、知覺風險及承諾有初步的了解，進而確立本研究之架構及假設，最後對蒐集回來的資料進行統計分析並提出建議，如下圖一所示：



結論與建議

圖一 本研究流程圖



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