



國立高雄應用科技大學  
企業管理系碩士班  
碩士論文

消費者創新性、價格意識、知覺風險對零售商自有品牌的  
品牌評價影響之研究-以家樂福為例

The Influence of Consumer Innovativeness, Price Consciousness, and Perceived  
Risk on Retailer's Brand Evaluation of Private Brand  
-A Case of Carrefour

研究生：劉冠吟


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# 消費者創新性、價格意識、知覺風險對零售商自有品牌的 品牌評價影響之研究-以家樂福為例

學生：劉冠吟

指導教授：葉惠忠 博士

國立高雄應用科技大學企業管理系碩士班

## 摘要

近年來自有品牌已成為全球消費熱潮，消費者也逐漸對自有品牌的購買意願有所提升。台灣自有品牌發展至今已超過二十年，然而其市場銷售反應的效益仍不及歐美國家。台灣消費者仍是對零售通路商的自有品牌商品抱持一個較保留的心態，相較於歐美國家之下市場仍具有龐大的發展空間。因此本研究希望能藉由了解影響消費者購買自有品牌的因素過程中，獲取有意義之資訊，以提供零售通路業者建議及改善。

本研究驗證消費者創新性、價格意識、知覺風險對自有品牌的品牌評價之影響，並探討知覺風險在消費者創新性對自有品牌的品牌評價中，是否具有中介效果。以家樂福之消費者作為受測對象，有效樣本回收為191份，並採用SEM進行假說驗證。

研究結果顯示：價格意識對自有品牌的品牌評價產生正向影響。消費者創新性對自有品牌的品牌評價產生正向影響。知覺風險對自有品牌的品牌評價有負向影響。建議業者應該改變消費者對自有品牌的低價形象，讓它成為品質與價格兼顧的優質品牌，增加消費者的信任。具創新性的消費者或許只是對自有品牌有興趣而產生購買，而不是一個持久的行為。建議業者可以替自有品牌產品建立特色，讓消費者在接觸產品時都能感受到新穎性，以維持顧客的購買力。

關鍵詞：自有品牌、消費者創新性、價格意識、知覺風險、品牌評價。

The Influence of Consumer Innovativeness, Price Consciousness, and Perceived Risk on Retailer's Brand Evaluation of Private Brand  
-A Case of Carrefour

Student : Guan-Yin Liou

Advisors : Dr. Hui-Chung Yeh

Department of Business Administration  
National Kaohsiung University of Applied Sciences

Abstract

Private brand has won its popularity in the consumer market worldwide. Although consumers have strong intention to buy the products with private brand in Taiwan, sales are still relatively weak, compare to the market in the United States and some European countries. It is, therefore, expected to provide practical recommendations to the owners in retailing business to improve their sales by understanding the factors that might affect consumers purchasing process on private brands from the research findings.

This study investigates the direct effects of consumer innovativeness and price consciousness on brand evaluation for a retailer's private brands. This study also investigates how perceived risk mediated the direct effect of consumer innovativeness on brand evaluation for private brands. 191 effective samples from Carrefour consumers are used and the hypothesis relationships were examined by Structural Equation Method.

The results shows that price consciousness and consumer innovativeness have a direct and positive effect on the brand evaluation of the private brand; perceived risk has a direct and negative effect on the brand evaluation of the private brand. Retailers could change consumers' low perception on the private brand's image, by changing the private brands' focus to on its quality and price. Therefore, increase consumers' sense of trust on private brand. Innovative consumers' purchase of private brand might be due to their interest of it, instead of a continuous behavior. Consumers might feel novelty of the product if retailers try to create special features for their private brands.

Keywords : private brands · consumer innovativeness · price consciousness · perceived risk · brand evaluation

# 第一章 緒論

## 第一節 研究背景與動機

以往台灣零售通路商與製造商關係密切，對於商品定價、排檔促銷、賣場陳列、贈送樣品等行銷策略，零售通路商皆是依照製造商建議去執行，較少思索自己的經營方式。然而比起製造商，零售通路商更能直接接觸到消費者，並且容易抓住消費者流行趨勢，因此零售商開始想聯合製造商進行向後整合發展自有品牌。過去零售通路商與製造商注重在不同的製造廠商如何出線、爭取貨架陳列空間等，因此焦點集中於高昂的上架成本、檔期促銷活動費用及如何提升貨架單位面積的營收等，以穩固貨架空間的使用權。自從自有品牌出現後，使得零售通路商與製造業者必須共同爭取貨架上的展示空間，對製造商的全國性品牌產生相當大的衝擊及威脅，產業鏈的關係正逐漸在改變。

台灣自有品牌發展至今已超過二十年，然而零售通路商所投入自有品牌市場的心力及成本，與其市場銷售反應的效益仍不及歐美國家。業者紛紛推測自有品牌銷售不佳的原因，可能來自於消費者對自有品牌商品的認同不足，然而這種想法在 2007 年至 2010 年間有了些微改變。2007 年零售通路商開始將自有品牌產品定位在「經濟」與「平價時尚」，並積極推廣，藉此來逐步蠶食全國性品牌商品的市場。推廣自有品牌商品的零售通路商中包含量販店的家樂福、大潤發、愛買、好市多等，藥妝店的屈臣氏、康是美等，以及在 2007 年 8 月開始發展自有品牌的統一超商等。

而國外零售商自有品牌市場的成績一直優於台灣。在 2008 年歐洲自有品牌市場營業額成長了 5%，美國也成長了 9%。Wal-Mart 自有品牌商品的比例更是高達總商品的兩成，全國性品牌商品的市場正逐漸在萎縮。黃明新(2007)調查在美

國的零售市場，每五項產品中就會有一項是自有品牌。日本方面，日本商業雜誌《Trendy》以 2007 年 10 月到 2008 年 9 月發售的產品來評選 2008 年日本十大熱門商品，結果顯示最受消費者歡迎之熱門商品為零售通路商的自有品牌(Private Brand)，商品項目中包含了食、衣、行、育、樂等。

除了自有品牌發展較為成熟的歐美日市場外，印度等新興市場國家也開始迅速發展自有品牌。2009 年 War-Mart 已在印度設立了 8 個自有品牌，售價平均較全國性品牌低了 10%，營業收入比高達了 20%至 25%，商品成長速度又以食品類及雜貨類最快。

2010 年《遠見雜誌》調查結果顯示，台灣家樂福目前總共擁有超過 3700 項的自有品牌產品，品項從日常生活用品如牙籤、小冰箱、吸塵器等，其自有品牌的營業收入大約 60 億元，約占了整體營業額 10%左右，由此可知開發自有品牌商品為家樂福帶來了新商機。統一超商發展自有品牌商品至今將近四年，營收比率占比由 2009 年的 22.8%提升至 2010 年的 26.4%，即統一超商上千億元的年營收中，來自於自有品牌的收益有約逾 250 億元，可看出其自有品牌成長速度之快速。

根據荷蘭合作銀行食品與農業研究部指出在 2025 年全球自有品牌食品市場將由現今的 25%提高至 50%，全球自有品牌食品發展將潛力十足。英國曼徹斯特城市大學針對國際零售通路商 Aldi 自有品牌的 11 項食品進行研究，結果指出英國消費者中有 91%評價 Aldi 自有品牌食品與全國性品牌是無異的，另有 27%的人認為自有品牌是更勝於全國性品牌的，顯示了在英國零售通路食品市場中，消費者對自有品牌的認同度是相當高的。

2011 年 IITIS 食品所進行了台灣自有品牌食品品項調查，發現相較於 2010 年自有品牌的食品總數 1678 項，2011 年自有品牌食品項目大幅成長了將近 10%，



高達於 36%，約 2278 項，表示台灣自有品牌食品市場正積極的迅速擴展。下圖 1-1 為 2011 年 ITIS 食品所調查自有品牌食品市場剖析圖：

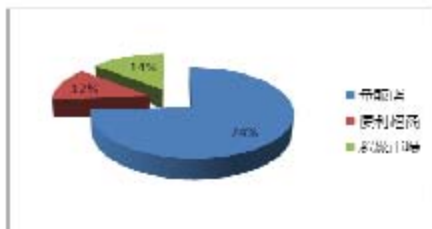


圖 1-1 2011 年台灣零售通路自有品牌食品項數

尼爾森針對全球 52 個地區的消費者進行調查，發現亞洲市場的消費者對自有品牌評價是較負面且接受度不高的，全球消費者調查研究指出有 33% 的網路受訪者認為自有品牌是全國性品牌良好的替代品，而 30% 的人認為自有品牌品質是與全國性品牌相似的，甚至有 35% 的填答者認為部分的自有品牌商品比全國性品牌更好。

而在台灣調查結果指出，有 52% 的受訪者認為自有品牌的產品包裝是較為精簡廉價的，認為注重品質的產品不適合以自有品牌來代替的受訪者有 40%，另外也有抱持較正面態度的 25% 受訪者認為自有品牌是物超所值的，在 41% 的受訪者中，他們認為自有品牌的目標對象是消費預算不足的人。顯示台灣消費者目前對於自有品牌商品的態度還是較趨於保守的。因此本研究希望能藉由探討影響消費者購買零售通路商自有品牌之因素，來了解消費者，進而提升消費者對自有品牌的品牌評價。

## 第二節 研究目的

隨著自有品牌的興起，消費者對於自有品牌的關注也日益增加，然而比起歐美國家，台灣消費者仍是對零售通路商的自有品牌商品抱持一個較保留的心態，自有品牌購買者仍是佔少數，市場還是具有龐大的發展空間。因此本研究希望能透過了解影響消費者購買自有品牌的因素過程中，獲取有意義之資訊，以提供學術界及零售通路業者建議及改善。

過去學者研究自有品牌結果都顯示了價格對消費者購買自有品牌商品之意願有影響。故本研究除了使用這個自變數外，也依據相關文獻的探討、整理及歸納，另加入了其他變數進行考量。本研究將探討三個變數(價格意識、消費者創新性、知覺風險)對自有品牌之品牌評價的影響，並驗證知覺風險是否在消費者創新性對自有品牌的品牌評價之間具有中介效果。因此，本研究的目的為：

- 一、 驗證消費者之消費者創新性、價格意識、知覺風險對自有品牌之品牌評價的影響。
- 二、 探討在消費者創新性對自有品牌之品牌評價的過程中，知覺風險是否具有中介效果。
- 三、 提出有助於零售通路業者發展自有品牌的建議及看法。



### 第三節 研究範圍與對象

零售通路商泛指提供消費者個人或家庭購買商品或服務等商業行為之店家。包含的範圍很廣，依有無實體店面分為店舖零售與無店舖零售。店舖零售可分為六類：量販店、便利超商、超級市場、百貨公司、專門店與傳統零售；而無店舖零售則分三類為：人員銷售、直效行銷與自動販賣。

在眾多的零售通路商中，國內零售通路自有品牌發展品項又以量販店業者較為健全，故本研究僅以量販店業者之自有品牌來進行研究探討。並考量到時間、人力成本及實行成效，故選擇高雄地區之家樂福店家的消費者來做為研究對象。



## 第四節 研究流程

蒐集多方文獻來確立研究方向及主題，依主題蒐集相關文獻來決定及篩選適合研究的變數，接著建立觀念性的研究架構及假設，問卷設計先進行前測，針對有疑慮之問項進行修改，再進行問卷發放，整理回收資料。藉由統計分析工具來驗證研究假設，依其結果加以說明與解釋，最後給予研究結論與實務管理意涵，並提出後續研究建議。

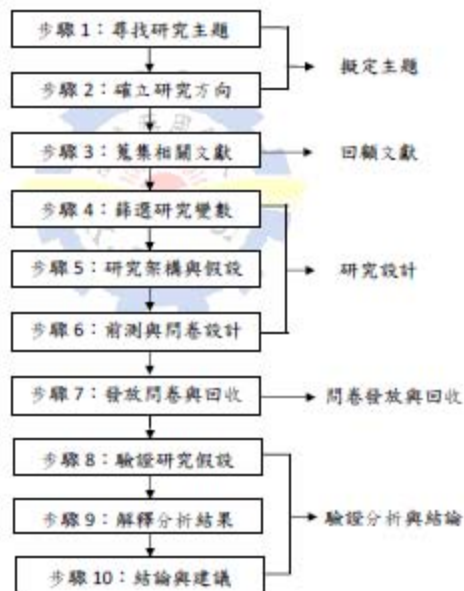


圖 1-2 研究流程

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