



國立高雄應用科技大學
企業管理系碩士班

碩士論文

影響延伸態度之因素探討

-以涉入與消費者創新性為干擾變數

The Influence of Factors on Consumer's Extension Attitude
- Involvement and Consumer Innovativeness as Moderators

研究生：郭建緯

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A Thesis

Submitted to

Department of Business Administration

National Kaohsiung University of Applied Sciences

In Partial Fulfillment of Requirements

For the Degree of Master of Business Administration

June 2012

Kaohsiung, Taiwan, Republic of China

中華民國 101 年 6 月

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摘要

根據以往國內外探討延伸態度的相關文獻中可發現，大部分的研究都將重心放在直接探討母品牌的知覺品質、知覺連結度之影響性，很少探討這些因素是否影響知覺配適度進而影響延伸態度。此外本研究加入涉入程度及消費者創新為干擾變數，來探討其對上述關係的影響。在選擇實驗樣本時，選擇高雄地區之消費者做為研究對象。

本研究正式問卷共發放260份，剔除無效問卷之後共獲有效問卷共232份，以迴歸分析驗證各研究假說，結論分述如下：1.母品牌的知覺品質對知覺配適度(品牌形象配適度、產品類別配適度)皆有顯著正向影響；2.知覺連結度對知覺配適度(品牌形象配適度、產品類別配適度)皆有顯著正向影響；3.知覺配適度(品牌形象配適度、產品類別配適度)對延伸態度皆有顯著正向影響；4.知覺配適度(品牌形象配適度、產品類別配適度)在母品牌的知覺品質與延伸態度之間，具有部份中介效果存在；5.知覺配適度(品牌形象配適度、產品類別配適度)在知覺連結度與延伸態度之間，具有部份中介效果存在。根據研究結果，本研究提出相關建議。

關鍵字：知覺配適度、母品牌的知覺品質、知覺連結度、延伸態度、涉入程度、消費者創新

The Influence of Factors on Consumer's Extension Attitude - Involvement and Consumer Innovativeness as Moderators

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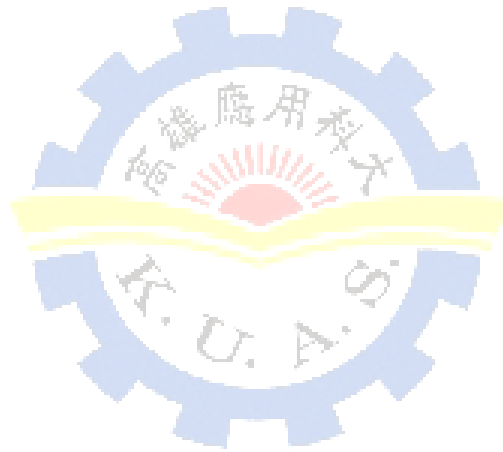
ABSTRACT

According to the past literature about the extension attitude, we found that most of the research directly has explored the influence of perceived quality of parent brand and perceived tie on extension attitude. Few studies have explored whether these factors affect the perceived fit and then affect the extension of attitude. In addition, this study also adds involvement and consumer innovativeness as moderate variables. The study takes consumers of Kaohsiung area as the research targets.

There were 260 official questionnaires distributed. After taking away the invalid questionnaires, there were 232 valid questionnaires used. After using regression analysis of data to verify the hypotheses, the following conclusions are drawn: 1. Perceived quality of parent brand has significant positive effect on the perceived fit; 2. Perceived tie has significant positive effect on the perceived fit; 3. Perceived fit has significant positive effect on the extension attitude; 4. Perceived quality of parent brand and extension attitude through perceived fit have partial mediation; 5. Perceived tie and extension attitude through perceived fit have partial mediation. Finally, the related suggestions

will be provided by following researching result.

Keywords: Perceived Fit, Perceived Quality of Parent Brand, Perceived Tie,
Extension Attitude, Involvement and Consumer Innovativeness.



第一章 緒論

研究背景及動機

品牌的定義是一個名稱或標誌、符號，它可以代表其產品獨特的識別度，也可以用來區隔與其他競爭者的差異(Aaker, 1991)。而當今全球市場中主要競爭內容以『品牌競爭』為主，許多企業為了在國際市場中佔有一席之地，紛爭自創品牌，甚至使用品牌延伸策略，只為了在眾多產品中，擁有較高的市場占有率。故品牌對企業來說是一個重要的資產，不僅讓消費者對旗下產品建立信心，也可以藉由這份信任在推廣新產品時，增加消費者的購買意願。

而品牌延伸則有利於企業規模的擴大，可為企業帶來有效的規模效應，Keller and Aaker (1992)也指出，企業透過品牌延伸的策略，可以讓更多人發現品牌的優良形象，進而促進企業的業務拓展。此外，有超過百分之八十的企業企業會為了降低產品成本、增加成功上市的機會(Milewicz and Herbig, 1994; Keller, 2003)，選擇採用品牌延伸的策略來行銷產品、推廣服務(Keller, 2003)。但在相關文獻中可發現，企業若過度依賴品牌延伸策略可能會導致延伸性產品無法與母品牌切割、失去與母品牌相同的優良品質保證及稀釋母品牌的定位與形象(Ries and Trout, 1993; John et al., 1998)。在台灣，著名的品牌延伸失敗案例為-台塑汽車(Formosa)，台朔企業創辦人王永慶先生，為了實現一個偉大的汽車王國夢，在1996年成立台朔汽車，但由於產品的定位不清楚、產品品質不佳、實體通路少、虛體通路資訊不足.....等原因，在2007年吹燈熄號，並且虧損金額高達二十億。由此可知，品牌延伸策略是把雙面刃，好的一面可以把企業走向輝煌，而壞的一面則是讓企業走向衰敗。綜合上述，品牌延伸策略有利有弊，但

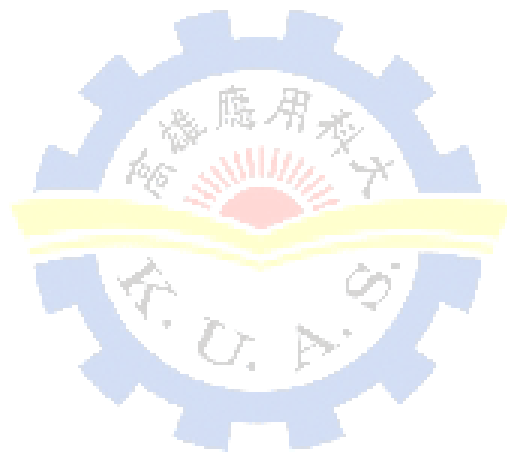
只要在運用上拿捏好分寸，一定可以為企業帶來不錯的經濟效益。因此，所形成的延伸態度亦有好有壞。

在品牌延伸的相關文獻上可發現，過去的研究經常使用有限的變數去探討影響延伸品牌的態度(如 Salinas and Pérez, 2009)，例如探討品牌形象對延伸品牌態度之影響(Alexander and Colgate, 2005; Chang, 2002)，且先前的相關研究經常侷限在有限變數的情況下，導致分析的範圍變的相當狹小(Salinas and Pérez, 2009)。相對於過去的研究，本研究主要方向為瞭解母品牌的知覺品質、知覺連結度對知覺配適度之影響，進而探討知覺配適度對延伸態度的影響。另外，在過去的研究上，經常可以發現品牌延伸的相關研究，有一部分主要是在探討知覺配適度對延伸態度之影響(Salinas and Pérez, 2009)，因此，本研究套用 Bhat and Reddy (2001)對知覺配適度的定義，將知覺配適度分為兩類，分別為品牌形象配適度跟產品類別配適度，且進一步去探討品牌形象配適度、產品類別配適度對延伸態度之影響。

根據 Song et al. (2010)等人在線上的虛擬環境的研究調查中發現：第一，母品牌的知覺品質可以被轉移到它的延伸性產品上。第二，知覺連結度在母品牌與延伸產品之間可正向影響延伸性的知覺品質。第三，知覺配適度在母品牌兩延伸性產品之間也以正向影響延伸性的知覺品質。但本研究認為，Song et al. (2010)等學者的研究雖然有討論到母品牌的知覺品質、知覺連結度、知覺配適度對延伸產品評價的直接效果，但卻沒有深入地去探討干擾效果。

Zaichkowsky (1985)指出，涉入程度對消費者的資訊搜尋、品牌知覺差異及品牌偏好程度會產生影響。也有許多學者認為，在高涉入的干擾效果下，知覺配適度(perceived fit)在現有產品與延伸產品之間會顯著及容易影響消費者的態度(consumer's attitude) (Gurhan-Canli and Maheswaran, 1998; Broniarczyk and Joseph, 1994)。在消費者創新的相關文獻中可發現，Salinas and Pérez (2009)強調在線上環境中，消費者創新可以在知覺配適度與延伸

態度之間出現干擾效果。因此，本研究擬以消費者涉入程度、消費者創新作為干擾變數，以探討在購買延伸性產品的決策中，消費者涉入程度、消費者創新是否在知覺配適度與延伸態度之間出現干擾效果，進而影響消費者的購買行為。



研究目的

因此，本研究主要是想瞭解母品牌的知覺品質、知覺連結度對知覺配適度之影響，進而探討知覺配適度對延伸態度的影響，除此之外加入消費者涉入程度、消費者創新為干擾變數；希望藉由文獻回顧理論上的探討、整理，以及實地收集資料來做實證上的分析，建立影響消費者之延伸態度模式。綜合上述觀點，因此本研究預探討的研究目的如下：

- 1、探討知覺配適度(品牌形象配適度、產品類別配適度)對延伸態度之影響性。
- 2、探討母品牌的知覺品質、知覺連結度對知覺配適度(品牌形象配適度、產品類別配適度)之影響性。
- 3、涉入程度是否干擾知覺配適度(品牌形象配適度、產品類別配適度)對延伸態度間之關係。
- 4、消費者創新是否干擾知覺配適度(產品類別配適度)對延伸態度間之關係。

研究流程

首先, 在研究背景與動機的激發下, 界定了本研究的目的、研究範圍與對象, 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:

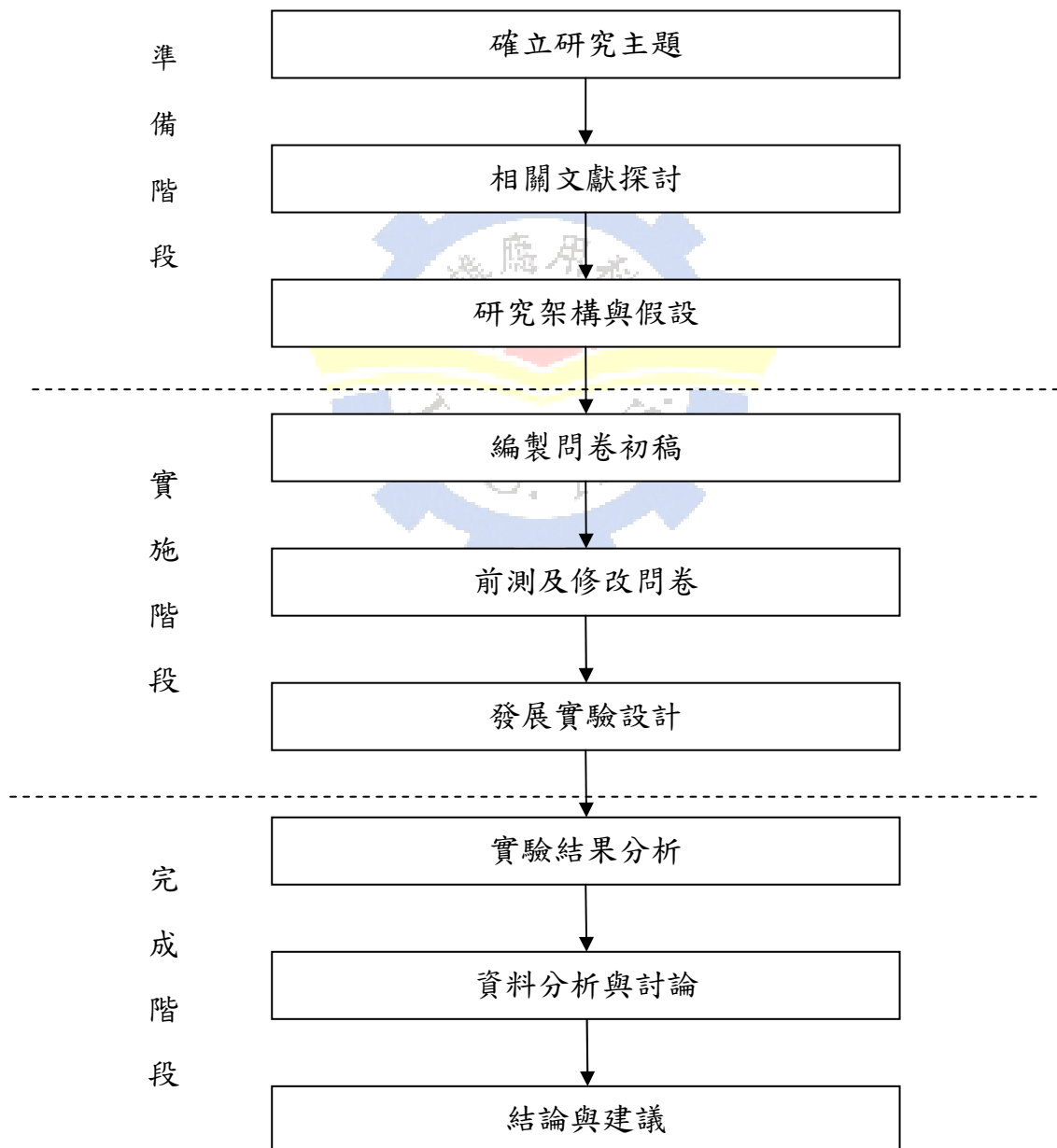
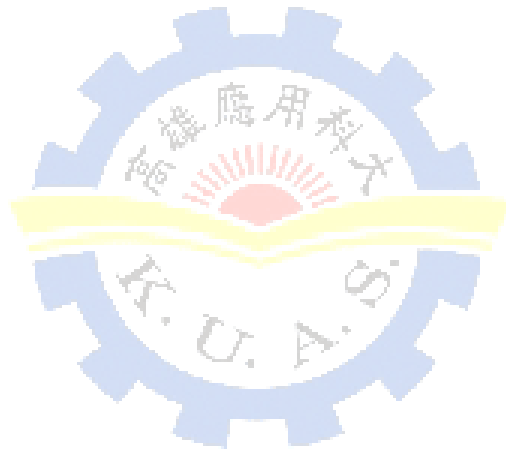


圖 1-1 本研究流程圖



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