

國立臺北大學九十六學年度第二學期碩士學位論文提要

論文題目：台灣筆記型電腦品牌形象決定因素及其對消費者滿意度與忠誠度之影響—以關係品質與關係價值觀點之分析

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論文提要內容：

隨著技術的改良與市場的成長，筆記型電腦的功能越來越強，重量越來越輕，價格卻越來越便宜，因此具備有高效能與輕便性的筆記型電腦已成為生活中重要的工具。但在筆記型電腦這樣各領域大廠齊聚且資訊透明的市場，廠商以往所建立的品牌形象對於消費者購買行為以及忠誠度的直接影響力勢必會被稀釋，且開發新客戶所需的時間與成本會高過留住舊客戶，亦即，與其不斷地花費大量經費在促銷、廣告與形象塑造上，建立一套能讓舊客戶對自身產生認同感與信任感的方法或制度並提供獨特且有價值的產品、特色或服務，將是較好的選擇，而這正是關係品質與關係價值的核心思想。因此本研究將分析筆記型市場中，品牌形象的關鍵因素，以利廠商能有效地經營其品牌形象，並以關係品質與關係價值的觀點，探討品牌形象對消費者滿意度與忠誠度的影響。

本研究是採問卷的方式來進行人口統計變數、信度與效度檢測、重要度—滿意度交叉分析、因素分析、LISREL...等相關計量方法進行實證分析，發現關係價值與關係品質確實是品牌形象對消費者滿意度與忠誠度的中介變數。依據本文結果所獲資訊，確能提供筆記型電腦廠商制定行銷策略以及消費者購買策略之擬定。

關鍵字：筆記型電腦、品牌形象、關係品質、關係價值、消費者滿意度、忠誠度

ABSTRACT

The Key Dimensions of Brand Image and Its Effect on Consumer Satisfaction Loyalty Via Relationship Quality and Relationship Value :

A Case Study of Taiwan Notebook Industry

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The notebook market has experienced tremendous growth owing to improvements and innovations. Firstly, notebooks' performance is better, and have become smaller in design and lighter in weight, while at the same time becoming cheaper and more affordable for consumers. For these reasons, notebooks have become an important part of everyday life. The problem, however, is that the market has become saturated with big brands. At the same time, a lot of transparency in terms of information exists in the notebook market. These factors have fueled the dramatic decrease in brand equity of individual brands. The cost, both in terms of financial and cost of time, is higher for the acquisition of new customers than for retaining current customers. As such, firms need to identify, build and implement strategies in order to retain customers. In order to do so, firms have emphasized brand promise and brand trust in the pursuit of relationship quality. Furthermore, firms are offering customers more in terms of add-ons as well as after-sales service in order to create relationship value. In light of this, the present research seeks to explore the various factors affecting brand image. Furthermore, this research will explore the effect of brand image on consumer loyalty and satisfaction through the use of relationship quality and relationship value as mediating variables.

Data have been collected in the form of a questionnaire. Reliability, validity, importance-satisfaction, factor analyses were conducted. According to the results of LISREL, we discovered that relationship quality and relationship value are truly the mediating variables of the effect of brand image on consumer loyalty and satisfaction. The results of the empirical study are of practical use in terms of the creation of marketing strategies to notebook manufacturers. Furthermore, suggestions are also made to consumers.

Keywords: Notebook; brand image; relationship quality; relationship value; consumer satisfaction; consumer loyalty.