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摘要 (中)	<p>知覺行銷組合與品牌權益對顧客價值之研究-以咖啡連鎖店為例 摘要 由服務業佔國內生產毛額的產值比重上已達 67.4%(行政院主計處，2005)的態勢下，顯現服務業佔台灣經濟的重要性。然國內餐飲業者連鎖化的比例為 35.1%，較之美國及歐洲達 60% 相比，仍有許多發展空間。以目前台灣最具規模的六家連鎖咖啡體系為例，位在台北市之分店數累計已經超過其分店總數之 60%；顯見該區連鎖咖啡業者間競爭情勢之嚴峻。回顧文獻說明，消費者在面臨眾多選擇的情況時，往往藉由對品牌的認識幫助選擇以降低消費風險；因此建立強勢「品牌權益」對連鎖咖啡業者之生存發展而言至關重要。「行銷投入」作為強化品牌權益的手段往往是廠商的首選；而品牌權益衡量的適切與合理亦值得實務界與學術界進行探討。Yoo et al. (2000) 提出品牌權益會同時影響企業價值與顧客價值，而顧客價值又會進而影響企業價值。故，品牌權益與其主要前因—「知覺行銷組合」以及主要後果—「顧客價值」間的一脈關係實具深入研究的必要性。然而，相關研究多引實體性商品為驗證對象，其衡量工具並未依服務性商品的特質進行修正，也欠缺對顧客價值影響之實證研究。故本研究試圖達成之目的與貢獻為：1.瞭解咖啡連鎖業知覺行銷組合活動與品牌權益各構面間之關係 以及其影響程度。2.探討咖啡連鎖業品牌權益對顧客價值之影響程度。3.透過本研究最後所得到的結論，嘗試對於咖啡連鎖業者經營上提供建議。本研究以 Yoo et al. (2000) 之修正架構為基礎，並探討品牌權益對顧客價值所造成的影響及其所帶來的結果。回顧知覺行銷組合、品牌權益與顧客價值等三大要素之中外文獻定義及量表內容，整合歸納連鎖咖啡體系下所應包含的構面與潛在題項。採信、效度分析，發展出實證連鎖服務業行銷投入對其品牌權益與顧客價值影響所需之中文量表，並進行實證。研究發現：1.廣告支出提升同時也會使顧客的品牌忠誠度跟隨提升 2.消費者對該品牌價格折扣活動的感受越強烈，對該品牌之聯想亦越負面，而其所構成之知名度亦越低。3.品牌之名稱設計越具有獨特容易記憶的特性，則顧客對於該咖啡連鎖品牌的知覺品質、品牌忠誠度以及其知名度就越高。4.商店形象設計對顧客越具有獨特正面的印象，則消費者對該品牌之知覺品質與其知名度就越高。5.品牌通路越密集，消費者的知覺品質就越高。6.顧客對該品牌的知覺品質感受、品牌忠誠度以及因品牌聯想所構成之知名度越高，則其品牌權益就越高。7.高水準的品牌權益會增加顧客的享樂性與象徵性價值。本研究希望提供連鎖服務業者在為提升品牌權益進而達到顧客價值創造所投入的行銷活動中，一個可供參考的決策依據。</p>
摘要 (英)	<p>知覺行銷組合與品牌權益對顧客價值之研究-以咖啡連鎖店為例 摘要 由服務業佔國內生產毛額的產值比重上已達 67.4%(行政院主計處，2005)的態勢下，顯現服務業佔台灣經濟的重要性。然國內餐飲業者連鎖化的比例為 35.1%，較之美國及歐洲達 60% 相比，仍有許多發展空間。以目前台灣最具規模的六家連鎖咖啡體系為例，位在台北市之分店數累計已經超過其分</p>

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