

摘要

近年來，社會責任對企業來說已經不再是日益重要，而是一個必需的責任，甚至有些企業將落實社會責任視為組織的目標或經營理念。而善因行銷是實行社會責任的一種方式也是現今企業最常採用的行銷手法，認為透過產品或服務提供給消費者價值之外，更可以藉由善因行銷傳遞更完整的價值，進而提升品牌權益。而品牌的存在與其所扮演的角色乃是創造價值，因此，消費者所認知的品牌形象對於品牌權益會有相當程度的影響。

本研究主旨探討企業與非營利組織合作，實行善因行銷對消費者購買的知覺價值和品牌形象的影響關係，並進一步探討最終對品牌權益的影響。研究採用便利抽樣法，針對一般零售業之消費者為抽樣的對象並發放問卷，回收有效問卷份數為 394 份，並且使用線性結構模式，進行統計分析。

研究結果顯示，企業實行善因行銷會對消費者品牌形象和知覺價值產生正向影響，並且經由知覺價值中介變數會正向影響品牌權益，但是無法經由品牌形象中介變數影響品牌權益，另外，品牌形象也可正向影響知覺價值。研究結果提供實務擬定善因行銷策略時做為參考。

關鍵字：善因行銷、知覺價值、品牌形象、品牌權益

ABSTRACT

In recent years, social responsibility is not only getting more important but also becoming necessarily. Cause-related marketing is one of the methods to practice the social responsibility. Besides offering superior value to customers through the products or service, they can also deliver more value to final customers by means of cause-related marketing, and then improve the customer brand equity. One of the brand's roles is to create value, so consumer's brand image might impact on its brand equity.

This research elucidates how cause-related marketing interrelates with consumer's perceived value and brand image; moreover it explores the eventual impact of the brand equity. By convenience sampling, this study adopts survey method to send questionnaires to those subjects who have consumption experience in retailing industry. There are 394 useful samples in total. AMOS software package is used to analyze the quantitative data.

The results of this study demonstrates that cause-related marketing can affect positively on perceived value and brand image, but can't directly affect on brand equity. Brand image can significantly impact on perceived value, but can't directly impact on brand equity. The consequence of this research provides a reference for the enterprises to formulate their marketing strategies.

Keywords : cause-related marketing, perceived value, brand image, brand equity



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