

企業社會責任對消費者購買意願影響之研究 —— 品牌依附及品牌形象之中介效果

The Effects of Corporate Social Responsibility on Purchase Intention: The Mediating Effects of Brand Attachment and Brand Image

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摘要

本研究旨在探討企業社會責任活動如何影響消費者的購買意願：包括研究企業社會責任對品牌依附、品牌形象及購買意願的影響效果；品牌依附、品牌形象對購買意願的影響效果；以及品牌依附、品牌形象對企業社會責任及購買意願的中介效果。研究結果支持本研究假說，並指出企業社會責任活動可以明顯增強消費者品牌依附、品牌形象及購買意願。更進一步，品牌依附、品牌形象部份中介了企業社會責任及購買意願；而且，如果僅就該品牌有消費經驗及知道該品牌企業社會責任活動的消費者分析，發現品牌形象對企業社會責任及購買意願，產生了完全中介效果。

關鍵字：企業社會責任、品牌依附、品牌形象、購買意願、中介效果

ABSTRACT

We explore how the corporate social responsibility (CSR) activities of a brand can affect consumers' purchase intention. We investigate the effects of CSR on brand attachment, brand image, and purchase intention; the effects of brand attachment and brand image on purchase intention; and the mediating effects of brand attachment and brand image on the relationship between CSR and consumer purchase intention. The empirical results support the study's hypotheses and indicate that CSR activities significantly enhance consumers' brand attachment, brand image, and purchase intention. Furthermore, brand attachment and brand image partially mediate the relationship between CSR and purchase intention. Additionally, we find that brand image completely mediates the relationship between CSR and purchase intention for respondents who have previously consumed products or services of the brand and are aware of their CSR activities.

Keywords: Corporate social responsibility, Brand attachment, Brand image, Purchase intention, Mediating effect