

# 台灣智慧型手機市場中品牌形象對於再 購意願的影響—以HTC智慧型手機為例

## The Influence of Brand Image on Repurchase Intentions in the Taiwan Smartphone Market -Taking HTC Smartphone as an Example

企業管理學報  
第 110 期(105 年 9 月)  
頁 27-45

陳筱華\*

**Sheau-Hwa Chen**

林至信\*\*

**Chih-Hsin Lin**

---

\* 國立東華大學企業管理研究所副教授 (聯絡作者)  
Associate Professor, Department of Business Administration, Dong Hwa University. (correspondence author).

\*\* 國立東華大學企業管理研究所碩士  
Master, Department of Business Administration, Dong Hwa University

## 摘要

隨著時代的變遷，許多智慧型手機品牌廠商不斷地推出最新款的智慧型手機，不論是在功能性、記憶體容量，都不斷地改良而 HTC 智慧型手機如何在設計、美觀與使用者體驗上加以創新，進而打入全球的消費市場是 HTC 公司所要採取的重要策略。本研究針對台灣地區使用過 HTC 智慧型手機的使用者，以問卷調查法進行資料蒐集，實證結果顯示品牌形象對品牌態度之間具有因果關係，而且知覺價值在品牌形象與再購意願之間具有中介效果。

**關鍵字：**智慧型手機、品牌形象、品牌態度、知覺價值、再購意願

## ABSTRACT

Nowadays, many smartphone brand manufacturers keep introducing new smart phones, of which the functionality and memory capacity are greatly improved. Accordingly, how to be innovative in design, aesthetics and user experience, and thereby put HTC back on top in the global consumer market is an important issue for this company. This study collects opinions from smart phone users of HTC and finds that there is causality between brand image and brand attitude, and perceived value has a mediating effect between brand image and repurchase intention.

**Keywords:** Smartphone, Brand image, Brand attitude, Perceived value, Repurchase intention