

透過品牌導向以加強品牌對關係價值的研 究-以台灣航空業為例

The Impact of Brand Value to Strengthen Relationship Value-Evidence of Airline Industry in Taiwan

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摘要

本文旨在檢視品牌導向、知覺價值與關係價值之間的因果關係，隨著越來越多的公司走向品牌導向的行銷策略，關係行銷已經成為了一種趨勢。航空業者運用關係行銷來經營，在航空業者與消費者之間，關係品質已經成為一種競爭工具。在本研究中，知覺價值經區分為功能性價值與情感性價值，並作為中介變數，同樣的，關係價值亦區分成關係利益與關係成本。準此，本研究即探討品牌導向行為(全球品牌態度、口碑、品牌直覺)是否會影響消費者知覺價值。結果驗證出全球品牌態度會明顯影響功能價值，功能價值會明顯影響關係利益與關係成本。

關鍵詞：關係價值、品牌價值、功能性價值、情感性價值、品牌導向

ABSTRACT

The purpose of this paper is to examine the relationship between brand orientation, brand value and relationship value. This inquiry is motivated by the increase use of relationship marketing particularly in the airline industry in Taiwan, in which there is competition for better relationship quality between airliners and customers, given the recently increasing number of companies using brand-oriented marketing strategies. In our study, brand value is divided into two intermediate variables for our research framework: functional value and emotional value. We also separate relationship value into relationship benefits and relationship costs. In addition, we discuss whether global brand attitude, word-of-mouth, and brand heuristic increase the perceived customer brand value. In conclusion, global brand attitude clearly influences functional value, and functional value clearly influences relationship benefits and relationship costs.

Keywords : Relationship value, Brand value, Functional value, Emotional value, Brand orientation