

Factor Analysis on Brand Equity of Image Business Districts-An Empirical Study on Hsin Chu's Old City Business Area

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Abstract

An image business district in this study refers to a traditional business district transiting from an obsolete and torn district into an activated business district integrated with local cultural and historical features. Image business districts not only provide a place for people's daily purchasing and shopping, but also leisure and entertainment.

This study attempted to treat business district as a product, and discussed the influential factors in measuring its brand equity based on customers' perspectives. The study stands on the Aaker's theory of measuring of brand equity to get the initial 13 indicators. These indicators split into four dimensions such as brand loyalty, brand awareness, perceived quality, and brand association. The methodologies used in this study applied validity analysis, reliability analysis, Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA). The result expects to find a set of effective brand equity measurement monitor and will be beneficial for all domestic image business areas for establishing brand equity.

Keywords : Image Business Districts, Brand Equity, Confirmed Factor Analysis

形象商圈品牌權益因素的探討 -新竹商圈之實證研究

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摘要

行政院挑戰二〇〇八國家發展重點計畫「新故鄉社區營造計畫」，其中關於「社區營造資源整合」策略執行計畫之「活化地方商業環境」的目的，在於協助傳統商圈提升競爭能力，使商圈環境特色化與優質化，讓地方節慶、歷史文化成為商圈行銷的主流活動，並推動資源整合與套裝遊程行程，塑造商圈的新形象。有鑑於此，這些有形或無形商品能否抓住消費者的消費心理成為一個重要行銷課題。

尤其台灣眾多形象商圈，歷經多年發展，早已在消費者心中形成特定之印象與聯想，可視為成為一種獨特的品牌。則形象商圈亦會如其他品牌一般，因品牌而產生特殊價值，可以建構其品牌權益。品牌權益係指將品牌、品牌名稱及符號相連結的一組品牌資產與負債，可能增加或減少產品或服務所提供的價值。以往有關品牌權益的研究，係以產品或服務之品牌做為研究標的，尚無將形象商圈做為一個品牌，研究其品牌權益者。鑑於形象商圈在消費者心中所產生之特殊連結，本研究試圖將形象商圈包裹成一件商品，研究商圈品牌權益的構面因素。

本研究以 Aaker 對於品牌權益的定義為基礎，採用結構方程模式 (structural equation model, SEM) 做驗證性因素分析，探討形象商圈品牌權益的構面因素。並且對此因素結構模式評鑑其信度、效度。最後，本研究獲致以 Aaker 的理論為基礎，所建立的形象商圈品牌權益因素構念模型，並發現其配適度良好，同時具有預測效度。

關鍵詞：形象商圈、品牌權益、驗證性因素分析