

知名精品皮包價格促銷、購後失調與顧客滿意度對再購意願影響之研究

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摘要

本研究旨在探討價格促銷、購後失調與顧客滿意度對再購意願間之關係，本研究以台灣地區曾經購買國際知名精品皮包之消費者為研究對象，透過便利性抽樣進行問卷調查，共回收421份有效問卷(回收率84.20%)，本研究使用SPSS與AMOS統計軟體，採結構方程模式(SEM)來進行實證研究。研究結果發現(1)價格促銷對購後失調有顯著正向影響，並未獲得支持；(2)購後失調對顧客滿意度有顯著負向影響；(3)顧客滿意度對再購意願有顯著正向影響；(4)購後失調對再購意願有顯著負向影響，並未獲得支持；此外(5)顧客滿意度對購後失調與再購意願不具有中介效果。

關鍵詞：精品皮包、價格促銷、購後失調、顧客滿意度、再購意願

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