

The Influence of Price Promotion, Post - Purchase Dissonance and Customer Satisfaction on Repurchase Intention

許佩琳、莊銘國

E-mail: 321382@mail.dyu.edu.tw

ABSTRACT

The purpose of this study is to explore the relation among price promotion, post-purchase dissonance, customer satisfaction and repurchase intention. We used convenience sampling for research method, and returned the 421 valid questionnaires in total (valid return rates of 84.20%) from those consumers who had bought the well-known luxury handbag. This research adopted SPSS and AMOS statistical Software and the li-near structural relation model to test the verification of the research hypothesis. The results showed that (1) price promotion do not have positive significantly influence on post-purchase dissonance; (2) post-purchase dissonance have negative significantly influence on customer satisfaction; (3) customer satisfaction have positive significantly influence on repurchase intention; (4) post-purchase dissonance do not have negative significantly influence on repurchase intention; furthermore (5) customer satisfaction do not have mediating role in the relationship between post-purchase dissonance and repurchase intention.

Keywords : luxury handbag、 price promotion、 post purchase dissonance、 customer satisfaction、 repurchase intention

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論	1	1 第一節 研究背景與動機	1
1 第二節 研究目的	4	3 第三節 研究範圍	4
5 第四節 研究流程	5	5 第二章 文獻探討	5
7 第一節 國際知名精品皮包	7	7 第二節 促銷活動	7
9 第三節 價格促銷	10	10 第四節 購後失調	10
12 第五節 顧客滿意度	15	15 第六節 再購意願	15
19 第七節 變數間之關係	20	20 第三章 研究方法	20
25 第一節 研究架構	25	25 第二節 研究假說	25
25 第三節 操作性定義與衡量方式	26	26 第四節 問卷設計與抽樣方法	27
27 第五節 前測	29	29 第六節 資料分析方法	30
30 第四章 資料分析	32	32 第一節 敘述性統計資料分析	32
32 第二節 人口統計變數與各構面間之關係	34	34 第三節 信度與效度分析	39
39 第四節 結構方程模式分析	44	44 第五章 結論與建議	51
51 第一節 結果與討論	51	51 第二節 理論與實務意涵	54
54 第三節 研究限制與未來建議	55	55 參考文獻	57
57 附錄A 研究問卷	74		

REFERENCES

- 一、中文部分 呂玉鳳(2004)，精品業之人力資源管理與組織績效之關聯，國立中山大學人力資源管理研究所未出版之碩士論文。周中理，陳正(2007)，體驗行銷策略、顧客關係管理與行銷績效關係模式研究 - 台灣旅館業之驗證，行銷評論，4(3) 339-364。林怡君(2002)，贈品 - 主產品利益一致性與品牌權益對促銷效果影響之研究，國立臺灣大學商學研究所未出版之碩士論文。林南宏，何幸庭(2008)，顧客價值與顧客關係管理績效之研究：來自台灣銀行業的顧客觀點，顧客滿意學刊，5(2)，1-36。林建煌，莊世杰，龔昶元，賴志松(2005)，消費者行為中衝動性購買的前因與後果之模型探討，商管科技季刊，6(1)，47-68。林隆儀，陳彥芳(2005)，價格促銷、認知價值與商店形象對購買意願影響之研究 - 以大台北地區3C連鎖家電為例，國立空中大學管理與資訊學系管理與資訊學報，10(1)，51-85。林隆儀，鄭博升(2005)，價格促銷、品牌熟悉度與消費者知覺促銷利益對品牌評價的影響 - 以台北市連鎖便利商店促銷活動為例，行銷評論

, 2(4), 523-554。徐永新(1990), 病患選擇醫院之關鍵因素及其決策行為之探討(國科會, No. NSC89-2416-H-259-005), 台北:行政院國家科學委員會。耿慶瑞(2009, March 14), 以縱貫性研究探討購後失調之後果變數, 發表於2009電子商務與數位生活研討會, 台北:私立實踐大學。郭怡君(2007), 衝動性購買行為之購後情緒研究, 國立中山大學企業管理學所未出版之碩士論文。陳彥芳(2004), 價格促銷、認知價值與商店形象對購買意願影響之研究 - 以大台北地區3C連鎖家電為例, 私立真理大學管理科學研究所未出版之碩士論文。陳銘慧(2002), 溝通策略、消費者衝動性特質、產品特質對衝動性消費行為之影響, 國立台灣大學商學研究所未出版之博士論文。陳澤義(2005), 服務管理, 台北:華泰文化。張紹勳(2002), 電子商店之關係品質模式 - 融合交易成本理論及科技接受模式的觀點, 國立政治大學資訊管理研究所未出版之博士學位論文。楊淳聿(2006), 精品品牌奢侈量表建構之研究, 國立政治大學企業管理學所未出版之碩士論文。鄧又寧(2003), 價格促銷對品牌評價及購買意願之研究 - 電漿電視產業實證, 國立台北科技大學生產系統工程與管理研究所未出版之碩士論文。廖子賢, 陳亭羽(2008), 產品知識、焦慮與購後失調之關係研究, 管理與系統, 15(3), 411-438。鄭紹成(1997), 服務業服務失誤、挽回服務與顧客反應之研究, 私立文化大學企業管理研究所未出版之博士論文。鄭紹成(1999), 服務失誤、服務補救與購買意圖之研究, 東吳經紀商學學報, 25, 61-92。賴其勳(1997), 消費者抱怨行為、抱怨後行為及其影響因素之研究, 國立台灣大學商學研究所未出版之博士論文。羅烈明(1993), 價格促銷型態與原產國對消費者購買行為的影響之研究, 國立政治大學國際貿易研究所未出版之碩士論文。

二、英文部分 Aaker, D. A. (1973). Toward a normative model of promotional decision making. *Management Science*, 19(6), 593-603. Aaker, D. A. (1990). Brand extensions: The good, the bad, and the ugly. *Sloan Management Review*, 7(2) 47-56. Ailawadi, K. L., Donald, R. L., & Scott, A. N. (2001). Market re-sponse to a major policy change in the marketing mix: Learning from procter & gamble 's value pricing strategy. *Journal of Marketing*, 65(1), 44-61. American Marketing Association. (1960). *Marketing definitions: a glossary of marketing terms*. Chicago: American marketing association: Author. Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Sciences*, 12(2), 125-143. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share and profitability: Findings from sweden. *Journal of Marketing*, 58(2), 53-66. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. Bawa, A., & Kansal, P. (2009). Cognitive dissonance and the marketing of services: Some issues. *Journal of Services Research*, 8(2), 31-51. Beem, E. R., & Shaffer, H. J. (1981). Triggers to customer action-some elements in a theory of promotional inducement. *Marketing Science Institute*, 5(3)81-106. Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606. Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: Concepts, methods and strategies*. New Jersey: Prentice Hall. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior* (9th ed.). Florida: Harcourt. Boomsma, A. (1982). *Systems under Indirect Observation: Part 1*. Amsterdam: North-Holland, 149-173. Boulding, W., Kalra, A., Richard, S., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectation. *Journal of Marketing Research*, 30(1), 7-27. Campbell, L., & Diamond, W. D. (1990). Framing and sales promotions: The characteristics of a good deal. *Journal of Consumer Marketing*, 7(4), 25-31. Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244-249. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(2), 65-81. Churchill, G. A., Jr., & Surprenant, C. (1982). An investigation into the determinants of consumer satisfaction. *Journal of Marketing Research*, 19(4), 491-504. Cohen, J. B., & Goldberg, M. E. (1970). The dissonance model in post-decision product evaluation. *Journal of Marketing Research*, 7(3), 315-321. Comrey, A. L. (1973). *A first course in factor analysis*. New York: Academic Press. Cronbach, L. J. (1951). Coefficient alpha and internal structure of tests. *Psychometrika*, 16(3), 297-334. Davis, S., Inman, J. J., & McAlister, L. (1992). Promotion has a negative effect on brand evaluations-Or does it? *Journal of Marketing Research*, 21(1), 143-148. Della, B., Alber, J., Monroe, K. B., & McGinnis, J. M. (1981). Consumer perceptions of comparative price advertisement. *Journal of Marketing Research*, 18(2), 416-427. Dittmar, H., & Drury, J. (2000). Self-Image is it in the bag? A qualitative comparison between ordinary and excessive consumers. *Journal of Economic Psychology*, 21(2), 109-142. Dodds, W. B., & Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluations. *Utah: Association for Consumer Research*, 85-90. Dodson, J. A., Alice, M. T., & Brian, S. (1978). Impact of deals and deal retraction on brand switching. *Journal of Marketing Research*, 15(2), 72-81. Dubois, B., & Duquesne, P. (1993). The market for luxury goods: Income versus culture. *European Journal of Marketing*, 27(1), 35-44. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2001). *Consumer behavior* (8th ed.). Chicago: Dryden Press. Festinger, L. (1957). *A theory of cognitive dissonance*. Stanford: Stanford University Press. Flint, D. J., Woodruff, R. B., & Gardial, S. F. (1997). Customer value change in industrial marketing relationships: A call for new strategies and research. *Industrial Marketing Management*, 26 (2), 163-175. Fornell, C., & Robinson, W. T. (1985). Sources of market pioneer advantages in consumer goods industries. *Journal of Marketing Research*, 22(3), 305-317. Fornell, C. A. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21. Fornell, C. A., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 48(2), 39-50. Francken, D. A. (1993). Postpurchase consumer evaluation, complaint actions and repurchase behavior. *Journal of Economic Psychology*, 273-290. Frankenberger, K. D., & Ruiming, L. (1994). Does consumer knowledge affect consumer responses to advertised reference price claim. *Psychology and Marketing*, 11(2), 235-251. Grayson, K., & Ambler, T. (1999). The dark side of long-term relationships in marketing services. *Journal of Marketing Research*, 36(1), 132-141. Guilford, J. P. (1965). *Fundamental statistics in psychology and education* (4th ed.) New York: McGraw-Hill. Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). New Jersey: Prentice Hall. Harmon-Jones, E., & Judson, M. (1999). Cognitive dissonance: process on a pivotal theory in social

psychology. Washington, DC: American Psychological. Hartley, S. W., & James, C. (1988). How sales promotion can work for and against you. *Journal of Consumer Marketing*, 5(3), 35-42. Hawkins, D. I. (1972). Reported cognitive dissonance and anxiety: Some additional findings. *Journal of Marketing*, 36(3), 63-66. Hawkins, D. I., Best, R. J., & Coney, K. A. (2003). *Consumer behavior: Building marketing strategy* (9th ed.). New York: McGraw Hill. Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11-12), 1762. Holloway, R. J. (1967). An experiment on consumer dissonance. *Journal of Marketing*, 31(1), 39-43. Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. New York: John Wiley & Sons, Inc. Hu, L. T., Bentler, P. M., & Kano, Y. (1992). Can test statistics in co-variance structure analysis be trusted? *Psychological Bulletin*, 12(2), 351-362. Hunt, S. D. (1970). Post-transaction communications and dissonance reduction. *Journal of Marketing*, 34(3), 46-51. Jolson, M. A., Wiener, J. L., & Rosecky, R. B. (1987). Correlates of rebate proneness. *Journal of Advertising Research*, 2(1), 33-43. Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6), 88-97. Kahn, B. E., & Louie, T. A. (1990). The effects of retraction of price promotion on brand choice behavior for variety seeking and last-purchase loyal consumers. *Journal of Marketing Research*, 27(3), 279-289. Kotler, P. (2003). *Marketing management: Analysis, planning, implementation and control* (11th ed.). New Jersey: Prentice Hall. Lemon, K. N., White, T. B., & Winer, R. S. (2002). Dynamic customer relationship management: Incorporating future considerations into the service retention decision. *Journal of Marketing*, 66(1), 1-14. Lien, T. B., & Yu, C. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14(1), 125-140. Maxham, J. G., & Netemeyer, R. G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57-71. McKinsey Corporation. (1990). *The Luxury Industry: An asset for France*. Paris: McKinsey. Mela, C. F., Gupta, S., & Lehmann, D. R. (1997). The long-term impact of promotion and advertising on consumer brand choice. *Journal of Marketing Research*, 34(2), 248-61. Menasco, M. B., & Hawkins, D. I. (1978). A field test of the relationship between cognitive dissonance and state anxiety. *Journal of Marketing Research*, 15(4), 650-655. Menon, G., Block, L. G., & Ramanathan, S. (2002). We're as much risk as we are led to believe: Effects of message cues on judgments of health risk. *Journal of Consumer Research*, 28(4), 553-549. Milliman, R. E., & Decker, P. J. (1990). The use of post-purchase communication to reduce dissonance and improve direct marketing effectiveness. *The Journal of Business Communication*, 27(2), 159-170. Mittelstaedt, R. (1969). A dissonance approach to repeat purchasing behavior. *Journal of Marketing Research*, 6(4), 444-446. Moore, D. J., & Olshavsky, R. W. (1989). Brand choice and deep price discounts. *Psychology and Marketing*, 6(2), 181-196. Morales, A. C. (2005). Giving firms an 'E' for effort: Consumer responses to high-effort firms. *Journal of Consumer Research*, 31(4), 806-812. Morgan, R. P. (2000). A consumer-orientated framework of brand equity and loyalty. *International Journal of Market Research*, 42(1), 65-78. Mowen, J. C., & Minor, M. (1998). *Consumer behavior* (5th ed.). New Jersey: Prentice Hall. Mueller, R. O. (1996). *Basic principles of structural equation modeling: An introduction to LISREL and EQS*. New York: Springer-Verlag. Nia, A., & Zaichowsky, J. L. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product and Brand Management*, 9(7), 485-497. O'Neill, M., & Palmer, A. (2004). Cognitive dissonance and the stability of service quality perceptions. *The Journal of Services Marketing*, 18(6/7), 433-449. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(3), 460-469. Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retailing setting. *Journal of Retailing*, 57(3), 25-48. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill. Oshikawa, S. (1969). Can cognitive dissonance theory explain consumer behavior? *Journal of Marketing*, 33(4), 44-49. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 49(1), 41-50. Quelch, J. A. (1989). *Sales promotion management*. New Jersey: Prentice-Hall. Raghubir, P., & Kim, C. (1999). When do price promotions affect pre-trial brand evaluations? *Journal of Marketing Research*, 36(2), 211-22. Ram, J. (1994, July). Luxury goods firm find a haven in Asia. *Asian Business*, 30(3), 52-53. Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111. Rothschild, M. L., & Gaidis, W. C. (1981). Behavior learning theory: Its relevance to marketing and promotions. *Journal of Marketing*, 45(2), 70-78. Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19-35. Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer behavior* (8th ed.). New Jersey: Prentice Hall. Scott, C. A., & Richard, F. Y. (1980). Consumer response to initial product trial: A Bayesian analysis. *Journal of Consumer Research*, 7(2), 32-41. Soutar, G. N., & Sweeney, J. C. (2003). Are there cognitive dissonance segments? *Australian Journal of Management*, 28(3), 227-249. Spreng, R. A., & Olshavsky, R. M. (1993). Desire congruence model of consumer satisfaction. *Journal of the Academy of Marketing Sciences*, 21(3), 167-177. Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service recovery: Impact on satisfaction and intentions. *Journal of Services Marketing*, 9(1), 15-23. Swan, J. E., & Linda, J. C. (1976). Product performance and consumer satisfaction: A new concept. *Journal of Marketing*, 40(1), 25-33. Sweeney, J. C., Hausknecht, D., & Soutar, G. N. (2000). Cognitive dissonance after purchase: A multidimensional scale. *Psychology and Marketing*, 17(5), 369-385. Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1996). Are satisfaction and dissonance the same construct? A preliminary analysis. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 9(6), 138-143. Tsiros, M., & Mittal, V. (2000). Regret: A model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26(4), 401-417. Tsiros, M., Mittal, V., & Ross, W. T. (2004). The role of attributions in customer satisfaction: A reexamination. *Journal of Consumer Research*, 31(2), 476-483. Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484-506. Westbrook, R. A. (1980). Interpersonal affective influences on consumer satisfaction with products. *Journal of Consumer Research*, 7(6), 49-54. Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian

and western societies. *Psychology & Marketing*, 15(5), 423-441. Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal of Health Care Marketing*, 9(4), 5-17. Yadav, M. S., & Monroe, K. B. (1993). How buyers perceive savings in a bundle price: An examination of a bundle's transaction value. *Journal of Marketing Research*, 30(1), 350-358.