

國際知名品牌贈品促銷購買意願之研究

蘇裕軒、莊銘國

E-mail: 324769@mail.dyu.edu.tw

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品牌數位相機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439份有效問卷(回收率73.16%)，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；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：贈品促銷、購後失調、再購意願

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