

The study on the influence of premium promotion and purchase intention well-known brand-an example of

蘇裕軒、莊銘國

E-mail: 324769@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 439 valid questionnaire in total (valid return rates of 73.16%) from those consumers who had bought the well-known luxury handbag. This research adopted SPSS and AMOS statistical Software and the linear structural relation model to test the verification of the research hypothesis. The results show 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 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 : premium promotion、 post purchase dissonance

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