

促銷形式對消費者購買意願之研究

顏珮如、莊銘國

E-mail: 342116@mail.dyu.edu.tw

摘要

隨著時代環境的變遷，人際關係互動密切，化妝保養除了自我追求美感，也被視為一種禮貌的表現。且近幾年來使用化妝品的年齡層愈趨下降，年輕消費族群占整體消費者的比例也逐年增加，使得化妝保養品的銷售量逐年攀升。本研究將促銷形式中的「價格促銷」及「贈品促銷」納入研究設計中，想從中了解價格與贈品兩種促銷形式對消費者的購後失調及再購意願是否造成顯著的影響。本研究透過便利性抽樣進行問卷調查，此次問卷發放共回收514份，回收率為78.4%。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。

關鍵詞：促銷方式(the way of sales promotion)，購後失調(postpurchase dissonance)，再購意願(repurchase intention)

目錄

中文摘要	iii	英文摘要	iv	誌謝辭	iv
	v	內容目錄	vi	表目錄	vi
	vii	圖目錄	ix	第一章 緒論	ix
1 第一節 研究背景與	1	1 第二節 研究目的	3	3 第三節 研究範圍	4
4 第四節 研究流程	4	第二章 文獻探討		6 第一節 促銷形式	6
6 第二節 購後失調	6	6 第二節 購後失調		9 第三節 消費者滿意度	13
13 第四節 再購意願	13	15 第五節 變異數間關聯性之探討	16	16 第三章 研究方法	20
20 第一節 研究架構	20	20 第二節 操作性定義與衡量方法	21	21 第三節 抽樣方法	24
24 第四節 資料分析方法	26	24 第四節 資料分析方法	26	26 第四章 資料分析	29
29 第一節 描述性統計分析	29	29 第二節 人口統計變數與個構面之關係	32	32 第三節 問卷量表信效度分析	35
35 第四節 結構方程模式分析	39	39 第五章 研究結論與建議	45	45 第一節 研究結論	45
45 第二節 研究限制與建議	46	46 參考文獻	49	49 附錄 研究問卷A	62
62 表目錄 表 2-1 促銷定義之相關研究整理	7	7 表 2-2 顧客滿意度定義	14	14 表 3-1 勞動力人口比例	24
24 表 3-2 前測問卷信度分析	25	25 表 4-1 人口統計樣本統計敘述	29	29 表 4-2 性別對各變項之t 檢定分析	32
32 表 4-3 婚姻對各變項之t 檢定分析	33	33 表 4-4 各變項分析	34	34 表 4-5 信度分析	36
36 表 4-6 驗證性因素分析	37	37 表 4-7 區別效度暨相關係數	38	38 表 4-8 測量模型之變數	41
41 表 4-9 理論結構模式之路徑係數與假說驗證	42	42 表 4-10 檢測顧客滿意度是否具有中介效果	44	44 圖目錄 圖 1-1 研究流程圖	5
5 圖 2-1 消費者購後行為模式	11	11 圖 3-1 本研究之觀念性架構	20	20 圖 4-1 結構關係模式路徑圖	39
39 圖 4-2 路徑分析圖	41				

參考文獻

一、中文部份 王又鵬(1996)，促銷活動對消費者購買行為影響之研究，國立政治大學企業管理研究所未發表之博士論文 李時雨(1992)，運動鞋品牌忠誠度之研究，國立中興大學企業管理研究所碩士論文。林世雙(2006)，女性消費者化妝品購買行為探討—以台南市女性消費者為例，國立成功大學企業管理研究所未發表之碩士論文。林金雀(2003)台灣化妝保養品產業發展現況與未來趨勢，化工資訊與商情，第四期。林碧霞(2007)品牌形象及產品知識對購買意願之影響—價格折扣干擾效果之探討，私立大同大學事業經營研究所未發表之碩士論文。宮瑞雲(1991)，女性化妝品消費者購買動機之研究 - 以台北市女性市民為例，國立交通大學管理科學研究所未出版碩士論文。張啟華(2003)北中南百貨公司大調查，最暢銷化妝品，得獎的是....，台北:自由時報，2003年1月26日。張瑞叮(2005)，台灣生技化妝品企業經營策略 以台鹽、台糖、台塑生醫為例，國立交通大學科技管理研究所未出版之碩士論文。張嘉文(2004)化妝品不同通路型態之消費者特性研究，私立淡江大學管理科學學系未出版之碩士論文。許振霖(2002)，化妝品保養品最新發展趨勢，化工資訊月刊，第16卷，第12期，2002年12月。陳怡君(2006)，消費者體驗對知覺價值與行為意向之影響 - 以

專櫃化粧品為例，實踐大學企業管理研究所未出版之碩士論文。陳昭如（1998），活在拜物星球，台北：城邦文化。陳瑩鄱（2008），價格促銷呈現方式對消費者商店選擇之影響 以連鎖藥妝店為例，國立交通大學管理科學系未出版之碩士論文。陳韋達翻譯(2000)，新化妝品學，台北：合記，譯自光井武夫。陳澤義(2005)，服務管理。臺北市：華泰文化。陸玉蘭(2000)，消費者生活型態與促銷活動對於品牌忠誠度之影響 - 以台北市大專女學生彩妝化妝品消費者為例，東吳大學企業管理研究所未出版之碩士論文。黃麗霞(2002)，贈品促銷形式對消費者的知覺價值與購買意願之影響，國立台灣大學商學研究所未出版之博士論文。蔡?青（2002）彩妝品品牌忠誠度之研究，淡江大學管理科學系未出版之碩士論文。賴慧如（2005）男性保養品市場之關鍵成功因素之探討，私立淡江大學商學院國際商學碩士在職專班未出版之碩士論文。盧珀芳（2006），推廣工具對產品試用與再購行為之影響 - 以國內化粧品保養品為例，國立台北大學合作經濟學系未出版之碩士論文。羅智威（2006），產品種類、價格促銷與品牌知名度對消費者產品品牌評價與再購意願影響之研究，靜宜大學企業管理學系未出版之碩士論文。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)，pp. 411-438。

二、英文部份 Aaker.David A.(1973), Toward A Normative Model of Promotional Decision Making , *Management Science* , Vol.19, No.6,PP.593-603 . Aaker, D. A. (1995), *Building Strong Brand*, New York, The Free Press. Assael, Henry(1992), *Consumer Behavior and Marketing Action*, 4th ed., PWS-KENT Publishing Company. Anderson, E. W., & Sullivan, W. (1993). The antecedents and consequences customer satisfaction for firms. *Marketing Science*,12(2), 125-143. Barnes, James G. (1975), Factors Influencing Consumer Reaction to RetailNewspaper Sale Advertising, *Proceedings of American Marketing Association*, pp.471-477. Blattberg, R. C. and S. A. Neslin (1990), *Sales Promotion: Concepts, Methods, and 101 Strategies*, Englewood Cloffs, N.J.: PrenticeHal., Blattberg, Robert C. and Scott A. Neslin (1990), *Sales Promotion: Concepts, Methods, and Strategies*, Englewood Cloffs, NJ:Prentice Hal. Blackwell, R. D., Miniard, P. W., and Engel, J. F., (2001), *Consumer Behavior*, 9th ed., Florida: Harcourt, Inc. Campbell, L., & Diamond, W. D. (1990). Framing and sales promotion:The characteristics of a gooddeal. *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*, Vol. 2(3), pp. 244-249. Chang, Tzung-Zong and Albert R. Wildt (1994), Price, Product Information,andPurchase Intention: An Empirical Study, *Journal of the Academy of MarketingScience*, 22, No.1, pp.16-27 Churchill, G. A. Jr. & Suprenant, C. (1982), An Investigation into the Determinants of Consumer Satisfaction, *Journal of Marketing Research*, Vol. 19(4), pp. 491-504. Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality:Are-xamination and extension. *Journal of Marketing*, 56,55-68. Cohen, J. B. and Goldberg, M. E., The Dissonance Model in Post-Decision Product Evaluation, *Journal of Marketing Research*, Vol. 7, No. 3, 1970, pp. 315-321. Cummings, W. H. and Venkatesan, M., (1976), Cognitive Dissonance and Consumer Behavior: A Review of the Evidence, *Journal of Marketing Research*, 13(3), pp. 303-308. Cohen, J. B. and Goldberg, M. E. (1970), The Dissonance Model in Post-Decision Product Evaluation, *Journal of Marketing Research*,7(3), pp. 315-321. Day, Ralph L. (1977), Toward a Process Model of Consumer Satisfaction,"*Consumer Satisfaction and Dissatisfaction*, H.Keith Hunt,ed. Cambridge, Massachusetts: Marketing Science Institute. Della Bitta, Alber J., Kent B. Monroe & John M. McGinnis, (1981),Consumer Perceptions of Comparative Price Advertisement,*Journal of Marketing Research*, Vol.18, November, pp.416-427. Dickson, R. P. and A. G. Sawyer (1990), The Price Knowledge and Search of SupermarketShoppers, *Journal of Marketing*, Vol.54,42-53. Engel, F. and R. D. Blackwell (1982), *Consumer behavior*, 4th ed.New York: The Dryden Press. Festinger, L. (1957), *A Theory of Cognitive Dissonance*, Stanford:Stanford University Press. Frankenberger, K. D., and Ruiming, L., (1994), Does Consumer Knowledge Affect Consumer Respones to Advertised Reference Price Claim, *Psychology and Marketing*, 11, pp. 235-251. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equationmodels with unobservable variables and measurement error.*Journal of Marketing Research*, 48, 39 – 50. Gerbing, K. and Anderson, J. C. (1999), The Dark Side of Long-Term Relationships in Marketing Research, 25, pp. 168-192. Hall IncShimp, T. A. (1997), *Advertising, Promotion, and Supplemental Aspects Integrated Marketing Communications*, 4th edition.Harcourt Brace Chicago, Dryden Press. Hawkins, D.I., Best, R. J. & Coney, K. A. (2001), *Consumer Behavior:Building Hausknecht, D. R., Sweeney, J. C., Soutar, G. N., and Johnson, L. W.*(1998), After I had made the decision I ...toward a scale to measure cognitive dissonance, *Journal of Consumer Satisfaction,Dissatisfaction and Complaining Behavior*, 11, pp.119-127. Holloway, R. J., (1967), An Experiment on Consumer Dissonance,*Journal of Marketing*, 31(1), pp. 39-43. Hunt, S. D., (1970), Post-Transaction Communications and Dissonance Reduction, *Journal of Marketing*, 34(3), pp. 46-51. Kim, C. and Lee, H., (1997), Development of Family Triadic Measures for Children ' s Purchase Influence, *Journal of Mreketing Research*, 34(3), pp. 307-321. Kotler, P., & Stonich, P. J. (1991). Turbo marketing through timecompression. *Journal of Business Strategy*, 12(5), 24. Kotler, Philip(2000), *Marketing Management: Analysis, Planning,Implementation and control*,10th Edtion, New Jersey, Prentice Kotler , Philip (2003) , *Marketing anagement :Analysis ,Planning,Implementation and control*,11th Edtion, New Jersey: Prentice Hall Inc Kohli, A. K., Shervani, T. A., and Challagalla, G. N., (1998), Learning and Performance Orientation of Salespeople: The Role of Supervisors,*Journal of Marketing Research*, 35(2), pp. 263-274. Lemon, Katherine N., Tiffany Barnett White, and R. S. Winter, *DynamicCustomer Relationship Management: Incorporating Future Considerations into the Service Retention Decision*, *Journal of Marketing*, Vol.66, 2002, pp.1-14 McCarthy, J. E. and Jr. W. D. Perreault (1984), *Basic Marketing*, Homewood,illinois: Richard D. Irwin. Mela, F. C., Gupta, S., & Lehmann, D. R. (1997). The Long-Term Impact of Promotion andAdvertising on Consumer Brand Choice. *Journal of Marketing Research*, 34, 248-261 Milliman, R. E. and Decker, P. J., The Use of Post-Purchase Communication to Reduce Dissonance and Improve Direct Marketing Effectiveness, *The Journal of Business Communication*, Vol. 27, No. 2, 1990, pp. 159-170. Mittelstaedt, R., (1969), A Dissonance Approach to Repeat Purchasing Behavior, *Journal of Marketing Research*, 6(4), pp. 444-446. Morales, A. C., (2005), Giving Firms an ?E ' for Effort: Consumer Responses to High-Effort Firms, *Journal of Consumer Research*,31(4), pp. 806-812. Mowen, J. C. and Minor M., (1998), *Consumer Behavior*, 5th ed.,New Jersey: Prentice Hall. Newman, J. W. and Werbel, R. A., (1973), Multivariate Analysis of Brand Loyalty for Major Household Appliances, *Journal of Marketing Research*, 10, pp. 404-409. Noble, C. H.

and Mokwa, M. P., (1999), Implementing Marketing Strategies: Developing and Testing a Managerial Theory, *Journal of Marketing*, 63(4), pp.57-73. Oliver, R. L. (1997), Satisfaction: A behavior perspective on the consumer, New York: McGraw-Hill. Oliver, R. L. and DeSarbo, W. S. (1988), Response Determinants in Satisfaction Judgment, *Journal of Consumer Research*, Vol. 14, No. 4, pp. 495-507. Oliver, R. L., & MacMillan, I. C. (1992). A catastrophe model for developing service satisfaction strategies. *Journal of Marketing*, 56(2), 83-95. Oliver, R. L., & Rust, R. T. (1994). Service quality: Insights and managerial implication from the frontier. New York: Stage Publications. Oshikawa, S., (1969), Can Cognitive Dissonance Theory Explain Consumer Behavior. *Journal of Marketing*, 33(4), pp. 44-49. Raghurir, P. and K. Corfman (1999) , When Do Price Promotions Affect Pretrial Brand Evaluations? *Journal of Marketing Research*, Vol.36 , pp.211-222. Raghurir, Priya (1998), Coupon Value: A Signal for Price, *Journal of Marketing Research*, Vol.35, pp.316-24. Richard, L. C. and J. C. Olson (1988), The Role of Involvement in attention and Comprehension Processes, *Journal of Consumer Research* Seipel, C. M., (1971). Premiums-Forgotten by Theory, *Journal of Marketing*, Vol.35,;26-34. Sherman, Roberta T. and Craig A. (1987) Anderson, Decreasing Premature Termination from Psychotherapy, *Journal of Social and Clinical Psychology*, Vol.5, No.3, , pp.298-312 Shimp, T. A. (1993), Promotion Management and Marketing Communication, Chicago, IL :Dryden Press. Soutar, G. N. and Sweeney, J. C., (2003), Are There Cognitive Dissonance Segments. *Australian Journal of Management*, 28(3), pp. 227-249. Sweeney, J. C., Hausknecht, D., and Soutar, G. N., (2000), Cognitive Dissonance after Purchase: A Multidimensional Scale, *Psychology and Marketing*, 17(5), pp. 369-385. Statt, D. A., (1997), Understanding the Consumer: A Psychological Approach, Landon: MacMillan Press Ltd. Shimp, T.A. (1993), Promotion Management and Marketing Communication, Chicago, IL :Dryden Press. Thomas, A. S. (1995). After all you ' ve done for your customers, why are they still not happy. *Fortune*, 139(12), 178-182. Tsiros, M. and Mittal, V., (2000), Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making, *Journal of Consumer Research*, 26(4), pp 401-417. Taylor, Shelley E. and Lien Pham, Mental Simulations (1996), Motivation and Action, in the *Psychology of Action: Linking Cognition and Motivation to Behavior*, Peter Gollwitzer and John Bargh, eds. New York: Guilford Press, , pp.219-235 Winer, Eussell (1985), A Price Vector Model of Demand for Consumer Durables: Preliminary Developments, *Marketing Science*, Vol.4, Winter, pp.74-90 Walter R. Nord & J. Paul Peter, A Behavior Modification Perspective on Marketing, *Journal of Marketing*, Spring, 1980. Webster, Frederick (1971),, *Marketing Communication* , Ronald Press ,New York Westbrook, R. A. and Oliver, R. L. (1991), The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction, *Journal of Consumer Research*, Vol. 18, No. 1, pp. 84-92. Wortzel, R. (1979), New Life Style Determinants of women ' s Food shopping Behavior. *Journal of Marketing*, 43, 28-29 Yan, Y. (1996), The flow of gifts: Reciprocity and social networks in a Chinese village, Stanford. CA: Standford University Press. Zaichkowsky, J. L. (1985), Measuring the Involvement Construct, *Journal of Consumer Research*, Vol.12(Dec), pp.119-121. Zaichkowsky, J. L. (1986). The Emotional Aspect of Product Involvement, *Advances in Consumer Research*, Vol.14. pp.32-35. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-20.