

無印良品之市場導向與再購意願之研究

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摘要

本研究主要在探討一般消費大眾對於無印良品的市場導向、知覺價值對顧客再購意願間的影響。本研究以中部地區一般的消費大眾為研究對象，共寄發問卷340份，回收有效問卷307份，有效回收率為90%。經SPSS統計方法經因素分析、T檢定、皮爾森積差相關，及迴歸分析進行實證分析，實證結果發現如下：消費者在無印良品的市場導向方面，對於顧客再購意願有顯著的正向影響，而知覺價值對消費者在無印良品購物時，亦有顯著的正向影響。在人口統計變項中顯示，知覺價值會因收入、教育程度不同，對於顧客再購意願產生影響。對於整體的架構而言，市場導向會直接影響顧客再購意願，且會藉由知覺價值影響顧客再購意願，此點可作為行銷策略的訂定參考。

關鍵詞：無印良品、市場導向、知覺價值、再購意願

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