

# A study of MUJI's market orientation and repurchase intention : 以知覺價值為干擾

張玉英、胡瓊元、廖文章

E-mail: 346482@mail.dyu.edu.tw

## ABSTRACT

This study is mainly on discussion general consumer for MUJI ' s market orientation perceived product value, and its influence of repurchasing intentions. This research is focus on the consumers in the middle part of Taiwan, effective samples were 307 out of 340 questionnaires, and the effective rate was 90%. Based on the SPSS statistic method, identification factors, the T-test, the Pearson ' s correlation and Typical principal lines, the actual findings are as below : On the market orientation shows significant positive influence on the consumer repurchasing willingness; and the consciousness of value also shows positive influence of repurchasing intentions. In demographic variables shows, the consciousness of value will be varying based on different income, education, and it will impact consumers repurchasing willingness. For the overall framework, the market orientation will direct impact consumer repurchasing willingness, and through the influence of consciousness of value. This could be the valuable reference for marketing strategy decision making.

Keywords : MUJI、market orientation、perceived product value、repurchasing intentions

## Table of Contents

內容目錄 中文摘要 iii 英文摘要 iv 誌謝 v 內容目錄 vi 表目錄 viii 圖目錄 ix 第一章 緒論  
1 第一節 研究背景與動機 1 第二節 研究目的 2 第二章 文獻探討  
4 第一節 無印良品 4 第二節 市場導向 12 第三節 知覺價值 25  
第四節 再購意願 32 第三章 研究方法 33 第一節 研究架構 33 第二節 研究假設 34  
第三節 操作性定義 36 第四節 研究設計 41 第四章 研究結果  
44 第一節 信度分析 44 第二節 敘述性統計分析 45 第三節 效度檢定與因素分析 49  
第四節 皮爾森相關分析 54 第五節 迴歸分析 56 第五章 結論與建議  
58 第一節 結論 58 第二節 研究建議 59 第三節 後續研究建議 60  
參考文獻 61 附錄 研究問卷 75 表目錄 表2-1 無印良品基本資料 75  
表2-2 無印良品重要紀事 75 表2-3 市場導向與再購意願相關研究 23  
表3-1 市場導向構面 37 表3-2 知覺價值之衡量指標 38 表3-3 再購意願之衡量指標 39  
表4-1 Cronbach ' s 係數之參考指標 44 表4-2 各構面之信度Cronbach ' s 係數 45  
表4-3 樣本分布情形—依人口統計變數 46 表4-4 市場導向構面問項之平均值與標準差 47  
表4-5 知覺價值構面問項之平均值與標準差 48 表4-6 再購意願構面問項之平均值與標準差 49  
表4-7 KMO值評定標準 51 表4-8 KMO值及Bartlett球形檢定表 51  
表4-9 市場導向因素、信度檢定表 52 表4-10 知覺價值因素、信度檢定表 53  
表4-11 再購意願因素、信度檢定表 54 表4-12 各變數間之皮爾森相關係數 54  
表4-13 各構面間之皮爾森相關係數 55 表4-14 無印良品市場導向之迴歸檢定結果表 56  
表4-15 知覺價值之迴歸檢定結果表 57 表4-16 本研究假設之實證結果 57  
圖目錄 圖2-1 市場導向架構圖 17 圖2-2 市場導向的整合性觀點架構 21  
圖2-3 市場導向、競爭優勢與企業績效 22 圖2-4 知覺價值模型 27  
圖2-5 認知價值形成模式 29 圖2-6 實際價格、知覺品質、知覺價值與購買意願關係的觀念性模式 30  
圖3-1 研究架構圖 34

## REFERENCES

一、中文部份 Drucker, P. F. (2004), 彼得 杜拉克的管理聖經(齊若蘭譯), 臺北:遠流出版, 原文於1954年出版。 丁怡芬(2006), 經由服務修復管理增強市場導向學習與顧客意願之研究, 淡江大學企業管理學系碩士班未出版碩士論文。 王美芳(2005), 市場導向對新產品開發速度影響之研究, 國立中央大學企業管理研究所未出版碩士論文。 李冠穎(2008), 市場導向、溝通型態與零售服務品牌權益之研究國立高雄第一科技大學管理研究所未出版博士論文。 吳萬益(2008), 企業研究方法。 臺北:華泰文化事業有限公司。 周秀蓉(2008), 市場導向意圖與市場導向能力對績效影響之研究, 雲林科技大學管理研究所博士班未出版博士論文。 林紘?(2003), 市場導向新思維下之顧客價值創造: 提案式經營之概念性模式建構, 國立政治大學企業管理研究所未出版碩士論文。 邵泓嘉(2000), 市場知識管理與創新對組織績效

影響之研究 以連鎖零售業為例，高雄第一科技大學行銷與流通管理研究所未出版碩士論文。 范惟翔，張瑞鉉，謝蕙蓉(2008)，保險商品核心利益、企業形象與顧客價值對顧客承諾之影響關係研究，顧客滿意學刊，4(1)，35-68。 范惟翔(2001)，顧客知識管理、市場導向與行銷績效之關係研究，國立中正大學企業管理學系未出版碩士論文。 唐啟堯(2008)，新產品上市策略對新產品績效影響之研究:臺灣運動用品製造業之實證，國立臺灣體育大學(桃園)休閒產業經營學系碩士班未出版碩士論文。 徐書揚(1998)，市場導向與企業獲利性之相關研究，東海大學管理研究所未出版碩士論文。 黃金安(2007)，醫院知覺市場導向缺口對病人關係品質與忠誠度之影響:以門診服務為例，雲林科技大學企業管理博士班未出版博士論文。 黃品瑄(2008)，市場導向、創新能力與關係品質對企業顧客的態度忠誠影響之探討—以我國文具產品通路為例，中興大學行銷學系未出版碩士論文。 黃俊英(1999)，多變量分析，台北:中國經濟企業研究所。 黃儀芳(2000)，利用資訊科技提升顧客關係管理績效之研究，元智大學管理研究所未出版碩士論文。 郭如秀、賴柏至(2006)，市場導向、服務品質與績效間之關聯研究 - 以旅行社為例，北商學術論壇-資訊管理與實務研討會。 陳啟倫(2006)，健康體適能俱樂部會員參與動機、滿意度與再購意願之研究 - 以活力工場健身會館忠孝分館為例，輔仁大學體育學系碩士班未出版碩士論文。 陳國源(2003)，市場導向、製造策略、顧客滿意度對經營績效影響之研究 - 以臺灣汽車零配件產業為例，國立成功大學高階管理碩士在職專班未出版碩士論文。 張重昭、周宇真，(1999)，知覺品質與參考價格對消費者知覺價值與購買意願之影響，企業管理學報，45期，1-36。 張淑青(2004)，服務知覺價值多構面量表之實證研究，企業管理學報，63期，95-120。 程意詔(2003)，市場導向與內隱知識轉移對績效之影響，國立臺北科技大學商業自動化與管理研究所未出版碩士論文。 蔡東峻、吳萬益和李奇勳(2004)，價格、保證及來源國形象對產品評價與購買意願的影響，管理學報，21(1)，21-46。 蔡孟諺(2007)，市場導向、組織學習、組織創新與組織績效之相關性研究 - 以臺灣主題樂園產業為例，國立臺灣師範大學運動與休閒管理研究所未出版碩士論文。 賴文彬(2006)，員工權益顧客權益與夥伴權益對顧客自發行為之影響:以市場導向為前置因素，中興大學企業管理學系未出版碩士論文。 賴俊達(2009)，理性與非理性因素對再購意圖影響之研究--以涉入程度為調節變數，銘傳大學管理研究所未出版碩士論文。 戴旨吟(2008)，以美學觀點探討創業精神對價值創造之影響:以無印良品為例，大葉大學事業經營研究所未出版碩士論文。 戴家祺(2006)，內部顧客導向與市場導向關係之研究 - 以臺灣鐵路管理局為例，東華大學企業管理學系在職專班未出版碩士論文。 鍾苑舒(2005)，價格促銷策略對品牌評價與再購意願的影響之研究-以兩岸Starbucks為例，大葉大學國際企業管理學系碩士班未出版碩士論文。 謝孟修(2006)，都市消費空間之研究—以無印良品的空間策略為例，朝陽科技大學建築及都市設計研究所未出版碩士論文。 謝甄晏(2000)，市場導向、市場知識管理、產品創新與績效之實證研究 - 以臺灣高科技產業為例，雲林科技大學企業管理系碩士班未出版碩士論文。 魏聖忠(2002)，當代行銷觀念新思維:市場導向理論的回顧與評價，管理評論，21(4)，129-153。 魏聖忠(1994)，我國中小企業市場導向之研究，國立政治大學國際貿易學系未出版碩士論文。 二、英文部份 Aaker, D. A. (1989). *Managing Assets and Skills: A Key to Sustainable Competitive Advantage*. *California Management Review*, 31(4), 91-106. Alpert, F. H., & Michael, A. K. (1995). An Empirical Investigation of Consumer Memory, Attitude, and Perceptions Toward Pioneer and Follower Brands. *Journal of Marketing*, 59(4), 34-45. Appiah-Adu, K. (1998). Market orientation and performance: Empirical tests in a transition economy. *Journal of Strategic Marketing*, 6: 25-45. Atuahene-Gima, K. (1996). Market Orientation and Innovation. *Journal of Business Research*, 35(2), 93-103. Baker, W. E., & Sinkula, J. M. (1999). The synergistic effect of market orientation and learning orientation on organizational performance. *Journal of Academy of Marketing Science*, 27(3), 411-427. Capon, N., & Burke, M. (1980). Individual, product class, and task-related factors in consumer information processing. *Journal of Consumer Research*, 7(1), 314-326. Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218. Day, G. S. (1994). The Capabilities of Market-Driven Organizations. *Journal of Marketing*, 58(4), 37-52. Day, G. S. & R. Wensley. (1988). *Assessing Advantage: A Framework for Diagnostic Competitive Superiority*. *Journal of Marketing*, 58(2), 31-44. Deshpande, R., Farley, J. U., & Webster, F. E. (1993). Corporate culture customer orientation, and innovativeness in Japanese firms: A quadrad analysis. *Journal of Marketing*, 57(1), 23-37. De Vellis R. F. (1991). *Scale development: Theory and applications*, applied social research methods series(Vol. 26). Newbury Park, California: Sage Publications. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effect of Price, Brand and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307-319. Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J. & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and finding. *Journal of Marketing*, 60(4), 7-18. Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6-21. Ganesh, J. G., Arnold, M. J. & Kristy, E. R. (2000). Understanding the Customer Base of Service Providers: An Examination of the Differences Between Switchers and Stayers, *Journal of Marketing*, 64(3), 65-87. Gatignon, H. & Xuereb, Jean-Marc (1997). Strategic Orientation of the Firm New Product Performance. *Journal of Marketing Research*, 34(1), 77-90. Han, J. K., N. Kim & R. K. Srivastava (1998). Market Orientation and Organizational Performance: Is Innovation a Missing Link? *Journal of Marketing*, 62(4), 30-45. 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), 1762-1800. Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E. & Schlesinger, L. A. (1994). Putting the service-profit chain to work, *Harvard Business Review*, 72(2), 164-170. Homburg, C., & Giering, A. (2001). Personal Characteristics as Moderators of The Relationship between Customer Satisfaction and Loyalty: An Empirical Analysis. *Psychology and Marketing*, 18(1), 43 - 66. Hurley, R. F., & Hult, G. T. M. (1998). Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. *Journal of Marketing*, 62(3), 42-54. In-depth Interviewing, Second Edition. South Melbourne: Longman. *Journal of Marketing*, 58(3), 53-66. Kavak, B. & Gumusluoglu, L. (2007). Segmenting Food Markets. *International Journal of Market Research*, 49(1), 71-94. Keaveney, S. M. & Parthasarathy, M. (2001). Customer Switching Behavior in Online Services: an Exploratory Study of the Role of Selected Attitudinal, Behavioral, and Demographic Factors, *Journal of the Academy of Marketing Science*, 29(4), 374-390. Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *Journal of Marketing*, 59(2), 71-82. Kohli, A. A., Jaworski, B. J., & Kumar,

A. (1993). MARKOR: A measure of market orientation. *Journal of Marketing Research*, 30(4), 467-477. Kohli, A. K. & Jaworski, B. J. (1990). Market Orientation: The Construct, Research Propositions and Managerial Implications. *Journal of Marketing*, 54 (2) , 1-18. Korgaonkar, P. K., Lund, D., & Price, B. (1985). A structural equations approach toward examination of store attitude and store patronage behavior. *Journal of Retailing*, 61(2), 39-60. Kotler. (2000). *Marketing Management*. (13th Ed). New Jersey: Prentice Hall. Leonard, D. & Rayport, J. F. (1997). Spark Innovation Through Empathic Design. *Harvard Business Review*, Nov.-Dec., 102-115. Levitt, T. (1960). Marketing Myopia. *Harvard Business Review*, 38(4), 45-56. Lukas, B. A. (1999). Strategic Type, Market Orientation, and the Balance Between Adaptability and Adaptation. *Journal of Business Research*, 45(2), 147-156. Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131-142. Monroe, K.B. (1990). Pricing: Making Profitable Decisions. (2nd ed.). New York: McGraw-Hill. Monroe, K. B., & Krishnan, R. (1985). The Effect of Price on Subjective Product Evaluations. in *Perceived Quality*, J. Jacoby & J. Olson. eds., Lexington, MA: Lexington Books, 209-232. Narver, J. C. & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20-35. Naumann, E. & Jackson, D.W. (1999). One more time: how do you satisfy customers? *Business Horizons*, May-June, 71-76. Neal, W. D. (1999). Satisfaction Is Nice, but Value Drives Loyalty. *Marketing Research*, 11, 21-23. Pelham, A.M. & Wilson, D. (1998). A Longitudinal Study of the Impact of Market Structure, Firm Structure, Strategy, and Market Orientation Culture on Dimensions of Small-Firm Performance. *Journal of the Academy of Marketing Science*, 24(1), 27-43. Petrick, J. F. (2002). Development of a multi-dimensional scale for measuring perceived value of a service. *Journal of Leisure Research*, 34(2), 119-136. Porter, M. (1980). *Competitive Strategy*, New York: The Free Press. Ranaweera, C. & Prabhu, J. (2003). The Influence of Satisfaction, trust and Switching Barriers on Customer Retention in a Continuous Purchasing Setting, *International Journal of Service Industry Management*, 14(4), 374-395. Reichheld, F. F. (1996). Learning from Customer Defections. *Harvard Business Review*, March-April, 56-69. Reichheld, F. F. & Sasser Jr, W. E. (1990). Zero Defections: Quality Comes to Services. *Harvard Business Review*, 68(5), 105-111. Robert, B. W., and Sarah, G. (1996). Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction. Cambridge, MA: Blackwell. Schechter, L. (1984). A normative conception of value. *Progressive Grocer*, Executive Report, 12-14. Abstract obtained from Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. Shapiro, B. (1988). What the hell is 'market-oriented'? *Harvard Business Review*, 66(6), 19-25. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991a). Consumption Values and Market Choice, Cincinnati, Ohio: South Western Publishing Press. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991b). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22, 159 – 170. Siguaw, J. A., P. M. Simpson & T. L. Baker (1998). Effects of Supplier Market Orientation on Distributor Market Orientation and the Channel Relationship: The Distributor Perspective. *Journal of Marketing*, 62(3), 99-111. Sinha, I., & DeSarbo, W. (1998). An integrated approach toward the spatial modeling of perceived customer value. *Journal of Marketing Research*, 35(2), 236-49. Sinkula, J. M., Baker, W. E. & Noordewier, T. G. (1997). A framework for market-based organizational learning: linking values, knowledge and behavior. *Journal of the Academy of Marketing Science*, 25(4), 305-318. Slater, S. F., & Narver, J. C. (2000). Intelligence generation and superior customer value. *Journal of the Academy of Marketing Science*, 28 (1), 120-8. Slater, S. F. & Narver, J. C. (1995). Market Orientation and The Learning Organization. *Journal of Marketing*, 59(3), 63-74. Slater, S. F. & Narver, J. C. (1994a). Does Competitive Environment Moderate the Market Orientation-Performance Relationship? *Journal of Marketing*, 58 (1), 46-55. Slater, S. F. & Narver, J. C. (1994b). Market Orientation, Customer Value, and Superior Performance. *Business Horizons*, March- April, 22-28. Snij, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *The Journal of Product and Brand Management*. Santa Barbara: 13(2/3), 156-167. Song, X. M., Montoya-Weiss, M. M. & Schmidt, J. B. (1997). Antecedents and Consequences of Cross-Functional Cooperation: A Comparison of R&D, Manufacturing, and Marketing Perspectives. *Journal of Product Innovation Management*, 14, 35-47. Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: a study in a retail environment. *Journal of Retailing*, 75 (1), 77-105. Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science*. Lincoln: Summer. 4(3), 199-214. Tse, A. C. B. (1998). Market orientation and performance of large property companies in Hong Kong. *International Journal of Commerce and Management*, 8(1), 57-69. Ulaga, W., & Chacour, S. (2001). Measuring customer-perceived value in business markets. *Industrial Marketing Management*, 30, 525-540. Wind, J. & Robertson, T. S. (1983). *Marketing Strategy: New Directions for Theory and Research*. *Journal of Marketing*, 47 (1), 12-15. Zeithaml, V. A. (1988). Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22 . 網站部份: <http://www.muji.tw/History.aspx>無印良品官方網站