

A study on the relationships among the perception of physical evidence, consumer repurchase intention and loyalty / 謝雯

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ABSTRACT

This research is to investigate the correlation among the perception of the physical evidence and the repurchasing intention of the consumers as well as their loyalty. The subjects, conveniently sampled to do the questionnaires, are those who have bought freshly brewed coffee in S coffee and C coffee in Taichung Area. The questionnaire is designed to investigate the correlation between the physical evidence, whose aspects include ambient, designing, and social factors, and the consumers' repurchasing intention as well as their loyalty, in which attitudinal and behavioral loyalty are included. 347 available questionnaires are analyzed with the computerizing statistical software. The findings are as follows: 1. The aspects of the physical evidence where freshly brewed coffee is sold have a positive significant impact on consumers' repurchasing intention. Among them, the ambient factors comes the most, and social ones is the next, whereas the designing factors is not significant. 2. The aspects of the physical evidence where freshly brewed coffee is sold have a positive significant impact on consumers' loyalty. The sequence about the impact of the aspects is ambient factors, designing factors, and social factors accordingly. 3. There's a significant correlation between the consumers' repurchasing intention and their loyalty towards the freshly brewed coffee. According to the findings in this research, some managerial implications are offered and suggestions are provided for further studies.

Keywords : perception of the physical evidence、repurchase intention、loyalty

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