

A study on the influence of the product knowledge and market channel for the health food consumer behavior / 蔡慧盈 撰

蔡慧盈、呂崇銘

E-mail: 354765@mail.dyu.edu.tw

ABSTRACT

The serial cases of using plasticizer in food cause panic among people. It discloses health food consumer issues which have never been found in the past. This study will examine the variables such as product knowledge and marketing channel whether directly or indirectly affect all aspects of consumer behavior. Then it establishes a correct concept for the health food consumers and provides a reference for the health food- related industries for their decision-making. The main purpose of this study is to explore the relationship of the health food in Taiwan district and the consumer behavior. Secondly, using the health food marketing channel as an intermediate variable to examine how product knowledge affects the interaction of consumer behaviors. This study used a questionnaire survey. A total of 300 questionnaires were returned of 284 copies, 267 copies of valid questionnaires. Effective response rate was 94%. The result showed that product knowledge on consumer behavior and marketing channel had a significant positive impact. Product knowledge has the intermediate effect on consumer behavior in the marketing channel. In addition, this study also found that the age and education variables of personal background showed significant differences on product knowledge, marketing channel, and consumer behaviors variables. The finding provided suggestions to those who are engaged in the health food-related businesses as well as those who are interested in doing research in this field in the new future.

Keywords : Product Knowledge、Market Channel、Consumer Behavior

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
. v 致謝辭	v vii 內容目錄	vii
. viii 表目錄	viii x 圖目錄	x
. xii 第一章 緒論	1 1 第一節 研究背景	1
. 1 第二節 研究動機	1 4 第三節 研究目的與問題	4
. 7 第四節 研究範圍	7 8 第五節 研究限制	8
. 8 第二章 文獻探討	8 10 第一節 健康食品	10
. 10 第二節 產品知識	10 17 第三節 行銷通路	17
. 21 第四節 消費者行為	21 31 第三章 研究方法	31
. 46 第一節 研究流程	46 47 第二節 研究架構	47
. 48 第三節 研究對象	48 49 第四節 操作性定義量表與衡量方式	49
. 51 第五節 問卷設計及樣本選定	51 58 第六節 資料處理與分析方法	58
. 59 第七節 預試問卷之效度與信度分析	59 63 第四章 研究結果與分析	63
. 68 第一節 各變項之敘述統計與項目相關分析	68 68 第二節 個人屬性之變異數分析	68
. 78 第三節 相關分析	78 83 第四節 迴歸分析	83
. 86 第五節 行銷通路之中介效果分析	86 91 第五章 結論與建議	91
. 95 第一節 研究結論	95 95 第二節 研究建議	95
. 101 參考文獻	101 102 附錄 A 前測預試問卷	102
. 122 附錄 B 正式研究問卷	122 126 表目錄 表 2- 1 各國健康食品名稱法規與管理	11
. 13 表 2- 2 2003-2008年OTC保健產品市場銷售通路比重	13 11 表 2- 3 產品知識相關論述彙整表	18
. 22 表 2- 4 行銷通路定義彙整表	22 22 表 2- 5 消費者行為定義彙整表	32
. 34 表 2- 6 影響消費者行為之因素	34 34 表 2- 7 口碑定義彙整表	40
. 42 表 2- 8 再購意願定義彙整表	42 42 表 2- 9 再購意願衡量構面一覽表	43
. 44 表 2- 10 滿意度定義彙整表	44 43 表 3- 1 產品知識操作性定義與衡量	52
. 53 表 3- 2 口碑操作性定義與衡量	53 52 表 3- 3 再購意願操作性定義與衡量	54
. 54 表 3- 4 顧客滿意度操作性定義與衡量	54 54	

55 表 3-5 行銷通路操作性定義與衡量	56 表 3-6 行銷通路之效度分析
65 表 3-7 消費者行為及其各構面之效度分析	66 表 3-8 各變項及其構面之內部一致性信度
67 表 4-1 有效樣本之個人基本資料分析	69 表 4-2 產品知識構面之敘述統計量
71 表 4-3 行銷通路構面之敘述統量	72 表 4-4 消費者行為構面之敘述統量
73 表 4-5 產品知識構面之項目總和統計量	74 表 4-6 專業人員一對一之行銷構面之項目總和統計量
75 表 4-7 非專業人員一對一之行銷構面之項目總和統計量	75 表 4-8 再購意願構面之項目總和統計量
76 表 4-9 口碑構面之項目總和統計量	76 表 4-10 顧客滿意度構面之項目總和統計量
77 表 4-11 性別在各變項及其構面之獨立樣本 T 檢定	78 表 4-12 婚姻在各變項及其構面之獨立樣本 T 檢定
79 表 4-13 年齡在各變項及其構面之單因子變異數分析	80 表 4-14 學歷在各變項及其構面之單因子變異數分析
81 表 4-15 平均月收入在各變項及其構面之單因子變異數分析	81 表 4-16 職業在各變項及其構面之單因子變異數分析
82 表 4-17 相關分析表	84 表 4-18 產品知識對消費者行為及其子構面之迴歸分析
87 表 4-19 產品知識對行銷通路及其子構面之迴歸分析	88 表 4-20 行銷通路對消費者行為及其子構面之迴歸分析
89 表 4-21 行銷通路子構面對消費者行為及其子構面影響比較迴歸分析	91 表 4-22 產品知識與行銷通路對消費者行為及其子構面之迴歸分析
93 表 5-1 研究假設驗證結果彙總	95 圖目錄 圖 1-1 健康食品標準圖樣
2 圖 2-1 通路長度的四種型態	24 圖 2-2 Kotler之購買行為模式
33 圖 2-3 Nocosia 消費者行為模式	35 圖 2-4 Engel-Kollat-Blackwell(EKB)模型
37 圖 3-1 研究流程圖	47 圖 3-2 研究架構圖

REFERENCES

- 一、中文部份 行政院衛生署食品藥物管理局網址 <http://www.fda.gov.tw> 行政院經建會網址 <http://www.cepd.gov.tw> 經濟部網址 <http://www.bpip.org.tw/2t2s/situation.html> 行政院生技起飛鑽石行動方案執行成效網址 <http://www.ey.gov.tw/ct.asp?xItem=83694&CtNode=3521&mp=97> 工業技術研究院產業經濟與趨勢研究中心網址 <http://www.itri.org.tw/chi/iek/> 中華穀類食品工業技術研究院(2005) <http://www.cgprdi.org.tw/> 行政院公平交易委員會 <http://www.ftc.gov.tw> 王蓉莉 (2001)。消費者對組合產品的知覺評估-以產品知識、產品涉入為調節變數(未出版之碩士論文)。義守大學,。王文正(2006)。產品知識及品牌形象對購買意願的影響-產品類別的干擾效果(未出版之碩士論文)。大同大學,台北市。王俊欽(2007)。產品知識、行銷通路對消費者態度及消費者購買意圖之影響-以台灣生技保健食品為例(未出版之碩士論文)。成功大學,台南市。朱啟元(2009)。知覺價格公平性影響因素之研究(未出版之碩士論文)。雲林科技大學,雲林縣。吳明隆(2010)。SPSS統計應用學習實務:問卷分析與應用統計。台北:知城數位科技股份有限公司。邱皓政(2010)。量化研究法(二)修訂版-統計原理與分析技術。台北:雙頁書廊。林建煌(2007),消費者行為(二版)。台北:華泰出版社。吳明隆、涂金堂(2005),SPSS與統計應用學習實務。台北:五南。杜昌峰(2001)。我國生物科技之行銷研究 以健康食品為例(未出版之碩士論文)。政治大學,台北市。沈孝思(2005)。品牌形象、知覺品質、知覺價值、顧客滿意與再購買意願之研究-以保健食品為例(未出版之碩士論文)。成功大學,台南市。周心儀(2007)。知覺價值與產品知識對品牌形象與購買意願關係之干擾效應 - 以狗食之國際品牌為例(未出版之碩士論文)。大葉大學,彰化縣。林靈宏(1994)。消費者行為學。台北:五南出版社。林瑩禎、李素菁、李河水、華傑(2002/9),國內食用維生素與礦物質產品市場現況與發展,台灣銀行季刊第53卷第3期,171-186。林瑩禎(2003),「國內保健食品現況分析」,食品工業研究所IT IS計畫。林欽榮(2002),消費者行為。台北:揚智文化事業股份有限公司。林智偉、黃志文(2004)。外資量販店進入大陸市場成功關鍵之研究(未出版之碩士論文)。淡江大學,台北市。洪偉凌(2004)。消費者之顧客滿意度及再購意願影響因素之研究 - 以健康食品為例(未出版之碩士論文)。實踐大學,台北市。徐莉蕓(2004)。國內大學生對健康食品的認知及使用行為之研究(未出版之碩士論文)。高雄醫學大學,高雄市。徐怡盈(1999)。品牌知名度、參考價格來源、產品特徵與產品知識對消費者購買意願及產品品牌評估的影響(未出版之碩士論文)。成功大學,台南市。張淑君(2004)。消費者對通路之信任與保健食品購買意圖之關係:品牌知名度、產品涉入調節效果的驗證(未出版之碩士論文)。東華大學,花蓮縣。陳良男(2005)。人壽保險行銷通路偏好研究-以台南區域為例(未出版之碩士論文)。高雄第一科技大學,高雄市。陳韻帆(2007),圖解市售保健食品。台北:蘋果屋。陳淑芳(2006),調節血脂或血糖類保健食品之現況與趨勢,食品工業發展研究所。陳原風(2001)。中華民國、美國、日本與大陸保健食品管理方式之研究(未出版之碩士論文)。海洋大學,基隆市。康秀琳(2001)。保健食品消費者行為之研究 新竹市科學工業園區從業人員為例(未出版之碩士論文)。交通大學,新竹市。許盟雪(2002)。網路產品評鑑訊息之有用性與模糊性對消費者消費決策之影響(未出版之碩士論文)。元智大學,桃園縣。許珽翔(2009)。產品資訊、產品涉入、知覺品質、資訊傳遞對顧客滿意度及再購買意願的影響 - 以保健食品為例(未出版之碩士論文)。成功大學,台南市。曾大展(2008)。消費者資訊搜尋來源暨影響因素之研究 - 以健康食品為例(未出版之碩士論文)。成功大學,台南市。黃益萬(2003)。兩岸保健食品消費者行為研究-以台北上海為例(未出版之碩士論文)。成功大學,台南市。黃學瑛(2007)。屏東地區國小兒童速食消費行為之研究 - 以麥當勞為例(未出版之碩士論文)。屏東教育大學,屏東市。黃瑩純(2007)。台灣健康食品政策評估之研究(未出版之碩士論文)。東海大學,台中市。葉盈秀(2000)。臺灣地區多層次傳銷保健食品之消費者行為研究-以美商永久公司為例(未出版之碩士論文)。東海大學,台中市。

楊婷婷 (1997)。健康食品專賣店的商業及非商業意涵 (未出版之碩士論文)。台灣大學, 台北市。鄒金峰 (2002)。台灣保健食品實體零售通路暨GNC專賣通路之消費行為研究 (未出版之碩士論文)。交通大學, 新竹市。榮泰生 (1999), 消費者行為, 台北:五南出版社。劉翠玲 (2007), 全球保健食品產業發展趨勢與展望。食品生技, 11, 1-7。蔣青翰 (2010)。產品製造國、產品知識對產品評價與消費意願影響之研究-以家電市場為例 (未出版之碩士論文)。亞洲大學, 南投縣。賴世杰 (2001)。產品知識及產品資訊對創新性產品消費者行為的影響-以數位相機為例 (未出版之碩士論文)。輔仁大學, 新北市。盧訓、許瑞瑱 (2007)。保健食品的現況與展望。中華穀類食品工業技術研究所, 38, 2-7。鍾雯玲 (2003)。消費者的產品知識對系統性產品偏好的影響 (未出版之碩士論文)。銘傳大學, 台北市。嚴秀雯 (2001)。花錢買健康-探討健康食品消費的真貌 (未出版之碩士論文)。國立台灣大學, 台北市。二、英文部分 Alba, Joseph W., & J. Wesley Hutchinson. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(4), 411-454. Anderson, R. D., Engledow, J. L., & Becker, H. (1980). Evaluating the Relationships Among Attitude Toward Business, Product Satisfaction, Experience and Search Effort. *Journal of Marketing Research* 16(8), 394-400. Anderson, J. C., & Gerbing, D. W. (1998). Structural equation modeling in practice: a review and recommended two-step Approach. *Psychological Bulletin*, 103(3), 411-423. Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion a New Product. *Journal of Marketing Research*, 4, (16), 291-295. Babin, B. J., & Kim, K. (2001). International Students Travel Behavior: A Model of the Travel-RelatConsumer /Dissatisfaction Process. *Journal of Travel and Tourism Marketing*, 10(1), 93-106. Bansal, H. S., & Voyer, P. A. (2000). Word-of-Mouth Processes within a Services Purchase Decision Context. *Journal of Service Research*, 3(2), 166-177. Blackwell, R. D., Paul, W. M., & James F. E. (2001). *Consumer Behavior* (9th ed.). Publisher: Ohio, Mike Roche. Blackwell, B. F., Bernhardt, G. E., & Dolbeer, R. A. (2002). Lasers as nonlethal avian repellents. *Journal of Wildlife Management*, 66(1), 250-258. Bowersox, D. J., & Cooper, M. B. (1992). *Strategic marketing channel management*. New York: McGraw-Hill. Bowersox, Donald. J. (1990). Strategic Benefits of Logistics Alliances. *Harvard Business Review* (July-August), 36-45. Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the Academy of Marketing Science*, 33(2), 123-138. Brown, J. J., & Reingen, P. H. (1987). Social Ties and Word-of- Mouth Referral Behavior. *Journal of Consumer Research*, 14(3), 350-362. Brucks, M. (1985). The Effects of Product Class Knowledge on Information Search Behavior. *Journal of Consumer Research*, 12(6), 1-16. Bucklin. (1966). Life style concepts and marketing in Stephen Greyserm in *Toward Scientific Marketing*. Capon, N., & Burke, M. (1980). Individual, product class, and task-related factors in consumer information processing. *Journal of Consumer Research*, 7, 314-326. Crane, F. G., & Lynch, J. E. (1988). Consumer selection of physician and dentist: a examination of choice criteria and cue usage. *Journal of Health Care Marketing*, 8(3), 16-19. Cronin, J. J. Jr., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, 54(3), 68-81. Coulter, Keith S. & R. A. Coulter, (2002). Determinants of trust in a service provider: the moderating role of length of relationship. *Journal of Services Marketing*, 16(1), 35-50. Coulter, R. A., Price, L. L., Feick, L., & Micu, C. (2005). The evolu-tion of consumer knowledge and sources information: Hungary in transition. *Journal of the Academy of Marketing Science*, 33(4), 604-619. Cunningham, S. M. (1967). The major dimension of perceived risk, in Donald F. Cox(ed.). *Risk Taking and Information Handling in Consumer Behavior*, Boston: Harvard University Press, 82-108. Davidow, M. (2003). Have You Heard The Word? The Effect of Word of Mouth on Perceived Justice. *Satisfaction and Repurchase Intention Following Complaint Handling*. *Journal of Consumer Satisfaction, Dissatiation and Complaining Behavior*, 16, 67-80. Dichter, E. (1966). How Word-of-Mouth Advertising Works. *Harvard Business Review*, 44(6), 147-166. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307-319. Duhan, D. F., Johnson, S. D., Wilcox, J. B., & Harrell, G. D. (1997). Influences on Consumer Use of Word-of-Mouth Recommendation Sources. *Journal of the Academy of Marketing Science*, 25(4), 283-295. Emanuel Rosen.(2001). *The Anatomy of Buzz*, 台北:遠流出版公司 Engel, J. F., Miniard, P. W., & Blackwell, R. D. (1986). *Consumer Behavior* (8th ed.). Forth Worth, Orlando: Dryden Press. Engel, J. F., Blackwell, R. D., & Kollat, D. T. (1990). *Consumer Behavior*. (4th ed.). Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993). *Consumer Behavior* (7th ed.). Orlando Florida, Dryden Press. Fornell, Claes. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 6-21. Furse, D. H., Punj, C. N., & Stewart, D. W. (1984). A Typology of Individual Search Strategies Among Purchases of New Automobiles. *Journal of Consumer Research*, 10(3), 417-431. Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63(4), 5-23. Francken, D. A. (1993). Postpurchase consumer evaluation, complaint actions and repurchase behavior. *Journal of Economic Psychology*, 273-290. Garbarino, E., & Mark, S. J. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(4), 70-87. Gelb, B. D., & Sundaram, S. (2002). Adapting to word of mouth. *Business Horizon*, 45(4), 21-25. Gilly, M. C., Graham, J. L., Wolfinger, M. F., & Yale, L. J. (1998). A Dyadic Study of Interpersonal Information Search. *Journal of the Academy of Marketing Science*, (25), 83-100. Gourville, J., & Dilip, S. (2002). Pricing and the Psychology of Consumption. *Harvard Business Reward*, September, 91-96. Harrison-Walker, L. J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*, 4(1) 60-75. 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, Iss. 11/12, 1762. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1) 38-52. Homburg, C., & Giering, A. C. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty—An empirical analysis. *Psychology & Marketing*, 18(1), 43-66. Jain, Subhash C. (1990). *Marketing Planning and Strategy*, Cincinnati, Ohio:

South-Western Publishing Co. Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 75(2), 88-99. Kahler, R., & Kramer, R. L. (1977). *International marketing*, Cincinnati, Ohio: South-Western Publishing Co. Kanwar, R., Olson, J. C., & Sims, L. S. (1981). Toward Conceptualizing and Measuring Cognitive Structures, *Advances in Consumer Research* (7th ed.). Kent Monroe, Ann Arbor, MI: Association for Consumer Research, 8(1), 122-127. Kim, M. K., Park, M. C., & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28, 145-149. Kirmani, A., & Rao, A. R. (2000). No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. *Journal of Marketing*, 64(2), 66-79. Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation and Control* (9th ed.). Prentice-Hall. Kotler, P. (1994). *Marketing Management-Analysis, Planning, Implementation, and Control* (7th ed.). Prentice-Hall Press. Kotler, P., Bowen, J., & Markens, J. (1999). *Marketing for Hospitality and Tourism* (2nd ed.). Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control* (10th ed.). Prentice Hall. Kotler, P. (2005) *Marketing Management: Analysis, Planning and Control*, Prentice-Hall, 3-24. Kotler, P., & Keller, K. L. (2009). *Marketing management* (13th ed.). Upper Saddle River, New Jersey: Prentice Hall. Lovelock, C., & Wirtz, J. (2003). *Services marketing: People, technology, strategy* (5th ed.). New Jersey: Prentice Hall. Malhotra, N. K. (1993). *Marketing Research: An Applied Orientation*, New Jersey: Englewood Cliffs. Miquel Caplliure, & Aldas-Manzano, J. (2002). The Effect of Personal Involvement on the Decision to Buy Store Brand. *Journal of Product and Brand Management*, 11(1), 6-18. Moreau, C. Page., Donald, R. Lehmann., & Arthur B. Markman. (2001). What is it? Categorization Flexibility and Consumers' Responses to Really New Products. *Journal of Consumer Research*, 27(4), 489-498. Mitchell, Andrew., & Peter, Dacin. (1996). The Assessment of Alternative Measures of Consumer Expertise. *Journal of Consumer Research*, 23(12), 219-239. Mittal, V., & Kamakura, W. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131-142. Murray, K. B. (1991). A Test of Services Marketing Theory: Consumer Information Acquisition Activities. *Journal of Marketing*, 55(1), 10-25. Nicosia, F. M. (1968). *Consumer Decision Process, Marketing and Advertising Implication*, Prentice Hall Inc. Oliver, R. L. (1980) & Wayne S. DeSarbo (1988). Response Determinants in Satisfaction Judgment. *Journal of Consumer Research*, 14(3), 495-507. Oliver, R. L. (1993). Cognitive, Affective, and Attribute Bases of the Satisfaction Response. *Journal of Consumer Research*, 9 (1), 5-14. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*: New York: McGraw-Hill. Ostrom, A., & Iacobucci, D. (1995). Consumer Trade-Offs and the Evaluation of Services. *Journal of Marketing*, 59(1), 117-128. Orth, V. R. (2005). Consumer personality and other factors in situ-ational brand choice. *Brand Management*, 13(2), 115-133. Park, C. W., Feick, L., & Mothersbaugh, D. L., Consumer knowledge assessment-how product experience and knowledge of brands, attributes, and features affects what think we know, (1992). *Advances In Consumer Research*, 19(3), 193-198. Park, C. W., & Lessig, V. P. (1981). Familiarity and its Impacts on Consumer Decision Biases and Heuristics. *Journal of Consumer Research*, 8(2), 223-230. Park, C. W., Jaworiski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4), 135-145. Peltier, J. W., & Westfall, J. (2000). Dissecting the HMO-benefits managers relationship: What to measure and why. *Marketing Health Services*, 20(2), 4-13. Peter, J. P., & Olson, J. C. (1990). *Consumer Behavior: Marketing Strategy Perspectives*, Homewood, Illinois: Irwin. Patterson, P. G., & Spreng, R. A. (1997). Modelling the Relationship between Perceived Value, Satisfaction and Repurchase Intentions in a Business-to-Business, Services Context: An Empirical Examination. *International Journal of Service Industry Management*, 8(5), 414-434. Poon, W. C., & Low, K. L. T. (2005). Are travellers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management*, 17(3), 217-227. Rao, A. R., & Monroe, K. B. (1988). The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, 15(2), 253-264. Reichheld, F. F. (1993). Loyalty-Based Management. *Harvard Business Review*, 71(3), 64-73. Roth, M. S., & Romeo, J. B. (1992). Matching Product Category and Country Image Perceptions : A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 23, 477-479. Rosenbloom, Bert. (1999). *Marketing channels: A Management View*. Orlando: The Dryden Press. Rudell, F. (1979). *Consumer Food Selection and Nutrition Information*, New York: Praeger. Schmidt, J. B., & Spreng, R. A. (1996). A Proposed Model of External Consumer Information Search. *Journal of Academy of Marketing Science*, 24(3), 246-256. Schiffman, Leon G., & Kanuk, Leslie Lazar. (1991). *Consumer Behavior* (2nd ed.). Englewood Cliffs, New Jersey, Prentice-Hall Inc. Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19-35. Silverman, G. (1997). How to harness the awesome power of word Mouth. *Directing Marketing*, 60(7), 32-37. Singh, A., & Pandya, S. (1991). Exploring the Effect of Consumers' Dissatisfaction Level on Complaint Behaviors. *European Journal of Marketing*, 25(9), 7- 21. Singh, J., & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgements. *Journal of Academy of Marketing Science*, 28(1), 150-167. Spreng, R. A. G. D. Harrell, & Mackoy, R. D. (1995). Service Recovery: Impact on Satisfaction and Intentions. *Journal of Service Marketing*, 9(1), 15-23. Stern, Louis W., & El-Ansary, A. I., (1992). *Marketing Channels*. Prentice-Hall, 36, 350-379, 495. Stern, Louis W., & El-Ansary, A. I., (1996). *Marketing channel*. Prentice-Hall, Lin. 5th ed. Sujan, Mita. (1985). Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgments. *Journal of Consumer Research*, 12(6), 31-40. Swan, J. E., & Oliver, R. L. (1989). Postpurchase Communications by Consumers. *Journal of Retailing*, 65(4), 516-533. Tsiros, M. & Mittal, V. (2000). Regret: A model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26, March, 401-417. Turrell, G. (1997). Compliance with The Australian Dietary Guidelines in The Early 1990s: Have Population-Based Health Promotion Programs Been Effective? *Nutrition Health*, 11, July, 271-288. Westbrook, R. A. (1987). Product / consumption based affective. *Journal of Marketing Research*, 24(3), 258-270. Wiley, J. W. (1991). Customer Satisfaction: A Supportive Work Environment and Its Financial Cost. *Human Resource Planning*, 14(2), 117-127. Wilkie, W. L. (1990). *Consumer behavior*, New York Wiley & sons. Wirtz, J., & Mattila, A. (2004). Consumer responses to

compensation, speed of recovery and apology after a service failure. *International Journal of Service Industry Management*, 15(2), 150-166. Wirtz, J., & Chew, P. (2002). The Effects of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word-of-Mouth Behavior, *International Journal of Service Industry Management*, 13(2), 141-162. Wong, A., & Sohal, A. (2003). Service quality and customer loyalty perspectives on two levels of retail relationships. *The Journal of Service Marketing*, 17(4), 495-511. Zaltman, G. (2000). Consumer Researchers : Take a Hike. *Journal of Consumer Research*, 26(3), 423-428. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(4), 31-46.