

A study on the effect of product attributes and corporate image on repurchase intention : 以中部百貨公司為例 / 柯芮蓁 撰

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ABSTRACT

This study mainly explored the relationship between the product attributes of de-partment stores and the consumers' repurchase intention. Secondly it used the corporate image of the department stores as an intermediate variable to further examine the interaction effect of the product attributes and the consumers' repurchase intention. This study was done by a questionnaire survey. It focused on the consumers who shopped around the business areas of the three major department stores in Metropolitan Taichung district and used convenience sampling as the sampling principle and then based on the simple random sampling to select consumers to fill in the questionnaires. A total of 300 questionnaires were returned of 300 copies, 254 copies of valid questionnaires. The response rate was 100% and the effective response rate was 84.6%. The data were analyzed by independent samples t-test, one-way ANOVA, Pearson's product-moment correlation, and regression analysis. The results were as follows: 1. The product attributes of the department stores in Metropolitan Taichung district has a significant positive impact on the consumers' repurchase intention. 2. The corporate image to the product attributes of the department stores in Metropolitan Taichung district does not have a significant intermediate effect on the consumers' repurchase intention.

Keywords : product attributes、corporate image、repurchase intention

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