

促銷方式、參考群體、購買情境對購買意願之關聯性研究~以現調茶飲為例

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摘要

「茶」在台灣已發展出不同於其他華人社會的多元飲用方式，珍珠奶茶在台灣當前社會佔有重要意義，但由於品牌及產品間過於相像了無新意而萎縮，台灣的外帶飲料市場也已趨近飽和(就業情報網，2011)，二十一世紀來臨之際，行銷環境正遭遇非常急遽的變動，顧客忠誠度降低造成顧客的大量流失等(黃俊英，1999)品牌如何求生存且更豐收，如何找出「有魚的地方」，在考驗著企業體的毅力與智慧。本研究將經由相關文獻探討，整合過去學者著作及相關研究，探討不同的促銷方式、參考群體、購買情境與消費者購買意願之間的關聯性，研究發現：1、促銷方式對購買意願具正向顯著影響。2、參考群體對購買意願具正向顯著影響。3、購買情境對購買意願具正向顯著影響。4、零售環境對購買意願具正向顯著影響。5、資訊環境對購買意願具正向顯著影響。

關鍵詞：促銷方式、參考群體、購買情境、購買意願

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