

A Study of Purchase Intention from Promotion、Reference Group、Purchasing Situation

陳莉莉、唐啟發

E-mail: 359996@mail.dyu.edu.tw

ABSTRACT

The ways tea is made and consumed, with its roots in the Chinese tea culture, differ among different Chinese societies around the world. Bubble tea (pearl milk tea), a tea beverage mixture with milk which may include balls of tapioca, is a famous Taiwanese beverage but has gradually lost its popularity due to severe competition and product similarity among different competitors. The takeout beverage market has also become nearly saturated. At the dawn of the twenty-first century, the marketing environment is experiencing very rapid changes. Low customer loyalty caused huge reduction in the number of customers and is a challenge to all companies. This research will be conducted via literature review, integrate relevant research and past scholar records, to explore the relationship among different marketing tools or environment, including sales promotions, reference groups, and purchasing situation and the purchase intention. In sum, the purposes of this study is to explore the followings: 1. a significant and positive correlation between sales promotion and purchase intent; 2. a significant and positive correlation between reference group and purchase intent; 3. a significant and positive correlation between purchasing situation and purchase intent; 4. a significant and positive correlation between retail environment and purchase intent; 5. a significant and positive correlation between information environment and purchase intent.

Keywords : Sales Promotion、Reference Group、Purchasing Situation、Purchase Intention

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