

# 兩岸不同消費族群對情境、品牌個性與顧客導向影響購買意願之探討-以連鎖咖啡店為例

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## ABSTRACT

China is the new market to get attention from the whole world, and Shanghai 's growing of the economy and high National Income is the most important market for the traders. But there are some different in culture, evaluation and system between Taiwan and China, so for the business it will be inaccuracy for Taiwan 's experience in China. Recently, chain store of the Coffee shop is growing briskly. Coffee is one of representation of the savor, even more the special way of the daily life. How to stimulate customer 's purchase mind is a new and important issue in this new environment which was full of coffee shops. Most of references were discussing about customer 's complacency, behaviors and marketing strategies. It does not have academic studying focus on the relationship between customer 's purchase mind and situation, brand personality, customer 's orientation. According to the competition of the chain shop, it will be very important on customer 's purchase attitude. My paper is studying for Coffee chain shop 's environment, brand personality and customer orientation on Taiwan and China 's customers ' purchase attitude. The results were as following: 1. Environment has positive affection on both side customers ' purchase attitude. 2. Brand personality has positive affection on both side customers ' purchase attitude. 3. Customer 's orientation has positive affection on both side customers ' purchase attitude. Key word : Environment, brand personality, Customer 's orientation, purchase attitude

Keywords : Environment ; brand personality ; Customer 's orientation ; purchase attitude

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