

運動用品業行銷策略與顧客滿意度、忠誠度之相關研究: 以中部地區大專學生為例

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摘要

現今企業競爭十分激烈，若想要在市場佔有一席之地，並建立持久永續經營之競爭優勢，顧客對產品價值及產品價格與品牌形象之滿意度愈高就可能增加公司之收入，而顧客再次購買之意願與忠誠度則必然提高，當所有運動用品公司所提供之產品都大同小異之情況時，品牌形象所代表的意義將會成為區分產品的重要方式。本研究於93年10月以中部地區大專院校學生為研究對象，並進行抽樣調查，共得有效問卷樣本資料1631份，利用結構方程模式探討運動用品業的顧客滿意度與忠誠度之關係，作為運動用品業提升品牌與銷售績效之參考。根據實證研究結果可得下列結論：（1）良好的產品價值在顧客心中會影響滿意度是購買的重要因素 本研究結果顯示：產品價值正向影響顧客滿意度研究假設H1成立，產品價值正向影響忠誠度的表現，研究假設H2成立。（2）產品價格略高卻不會影響購買意願與滿意度之因素 本研究結果顯示：產品價格正向影響顧客滿意度，研究假設H3成立。（3）品牌形象與顧客滿意度是購買意願忠誠度表現的重要因素 本研究結果顯示：品牌形象正向影響顧客滿意度，研究假設H4成立，滿意度亦影響忠誠度研究假設H5成立。另外針對品牌之模型之結果，品牌形象負向影響顧客滿意度，推測此點與企業危機處理之反應過程應有相當重要之關連。（1）以往針對產品價值與價格、品牌形象、滿意度與忠誠度之研究結果大致與本研究之推測大同小異，過去之研究皆認為價格太高會影響購買意願，本研究之研究結果卻顯示高定價並不會影響購買意願，品牌價值才是重要之關鍵要素。（2）有關品牌形象部分負向之影響，顯示出企業危機處理之重要性。本研究發現產品價值與產品價格正向影響顧客滿意度，產品價值直接正向影響忠誠度而品牌形象對滿意度亦有正向之影響，滿意度正向影響顧客忠誠度；本研究希望能提供給運動用品業一個實證性之研究，期能重新思考產品之定位與方向。

關鍵詞：行銷策略、滿意度、忠誠度

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