

Research on the Promotion Function of the Business Gift

王信杰、黃麗君

E-mail: 9509683@mail.dyu.edu.tw

ABSTRACT

Giving a special gift with purchase has become one of the marketing tools relied heavily by stores in recent years. Besides, it is also one of the most favorite and familiar activities to consumers. The study thus investigates and analyzes from two contexts – utilitarian benefit and hedonic benefit, with the value perceived by consumers toward gift promotion as the main perspective.

1. Under benefit congruency framework of promotion, from the aspect of the gift's value, the economic and function value perceived by consumers toward business gifts have a significant influence on the attainment of utilitarian benefits; while the social value perceived by consumers toward business gifts manipulates better the hedonic benefits. 2. Hedonic benefit has a significantly greater influence on purchase intention than the utilitarian benefit the consumer attains, in other words, to gift promotion, the key factor that influences the purchase intention is the hedonic nature of the benefits that the gift promotion delivers.

Keywords : business gift ; consumption value ; utilitarian benefit ; hedonic benefit

Table of Contents

封面內頁 簽名頁 授權書.....iii	中文摘要.....iv	英文摘要.....v	誌謝.....vi	目錄.....vii	圖目錄.....ix	表目錄.....x	附錄.....xii																																						
第一章 緒論 第一節 研究動機.....1	第二節 研究目的.....2	第二章 文獻探討 第一節 促銷的定義.....4	第二節 促銷工具的類型.....5	第三節 消費者利益.....6	第四節 贈品.....12	第五節 購買意願.....16	第三章 研究方法 第一節 研究架構.....19	第二節 研究假設.....21	第三節 研究變數之操作性定義.....22	第四節 問卷設計.....24	第五節 樣本來源與資料蒐集方法.....25	第六節 資料分析方法.....25	第七節 信度分析與效度分析.....26	第四章 資料分析 第一節 樣本結構分析.....45	第二節 結構模型之評估.....46	第三節 結構模型評估之結果.....61	第五章 結論與建議 第一節 研究結論.....72	第二節 管理意涵.....74	第三節 研究限制.....76	第四節 後續研究建議.....76	參考文獻.....77	附錄.....80	圖目錄																						
圖2-1 促銷的功能性與享樂性利益架構.. 9	圖2-2 促銷利益矩陣.. 13	圖2-3 知覺品質、知覺價格與知覺價值概念性架構圖..17	圖3-1 研究架構圖..19	圖3-2 問卷情境圖..20	圖3-3 功能性利益情境-贈品價值驗證性因素分析模式圖..29	圖3-4 功能性利益情境-促銷利益二階驗證性因素分析模式圖..31	圖3-5 功能性利益情境-促銷利益驗證性因素分析模式圖..33	圖3-6 享樂性利益情境-贈品價值驗證性因素分析模式圖..34	圖3-7 享樂性利益情境-促銷利益二階驗證性因素分析模式圖..36	圖3-8 享樂性利益情境-促銷利益驗證性因素分析模式圖..37	圖4-1 結構模型概念圖..46	圖4-2 功能性利益一致性之促銷情境-結構模型分析結果..50	圖4-3 享樂性利益一致性之促銷情境-結構模型分析結果..51	表目錄 表2-1 促銷的功能性利益與享樂性利益..20	表3-1 問卷題項..24	表3-2 信度分析..27	表3-3 功能性利益情境-贈品價值配適度評估..30	表3-4 功能性利益情境-促銷利益二階配適度評估..31	表3-5 功能性利益情境-促銷利益配適度評估..33	表3-6 享樂性利益一致性促銷情境-贈品價值配適度評估..35	表3-7 享樂性利益情境-促銷利益二階配適度評估..36	表3-8 享樂性利益情境-促銷利益配適度評估..38	表3-9 贈品價值觀察變項數值..39	表3-10 功能性利益情境-贈品價值區別分析之結果表..40	表3-11 享樂性利益情境-贈品價值區別分析之結果表..40	表3-12 促銷利益觀察變項數值(二階驗證性因素分析)..41	表3-13 促銷利益觀察變項數值(一階驗證性因素分析) ..42	表3-14 功能性利益情境-促銷利益區別分析之結果表..43	表3-15 享樂性利益情境-促銷利益區別分析之結果表..44	表4-1 樣本結構參考表..45	表4-2 結構模式說明表..47	表4-3 結構模式配適度指標..48	表4-4 功能性利益一致性之促銷情境最大似法之估計值..54	表4-5 享樂性利益一致性之促銷情境最大似法之估計值..57	表4-6 功能性利益一致性之促銷情境最大似法之估計值..60	表4-7 享樂性利益一致性之促銷情境最大似法之估計值..61	表4-8 贈品價值對於功能性利益之直接效果..62	表4-9 贈品價值對於享樂性利益之直接效果.....64	表4-10 贈品價值對於購買意願之間接效果..66	表4-11 功能性利益情境-贈品價值對於購買意願的間接效果..67	表4-12 享樂性利益情境-贈品價值對於購買意願的間接效果..67	表4-13 功能性利益與享樂性利益對於購買意願之直接效果..68	表4-14 功能性利益、享樂性利益影響因素之估計值..69	表5-1 研究假設驗證結果..72	附錄 附錄1 正式問卷..80

REFERENCES

- 一、中文部份 1.王又鵬(1993)。促銷活動對消費者購買行為影響之研究。國立政治大學企業管理研究所博士論文，未出版，台北市。 2.吳心怡(2004)。明日行銷。台北:寶瓶文化。 3.邱瓊惠(2002)。顧客利益與顧客行為關聯性之研究—以航空業為例。東吳大學企業管理系碩

士論文，未出版，台北市。4.張紹勳(2001)。研究方法。台北:滄海書局。5.陳正昌、程炳林、陳新豐、劉子健(2001)。多變量分析方法—統計軟體應用。台北:五南書局。6.黃俊英(1996)。行銷研究:管理與技術。台北:華泰書局。7.黃麗霞(2002)。贈品促銷型式對消費者的知覺價值與購買意願之影響。國立台灣大學商學研究所博士論文，未出版，台北市。8.康華容(2003)。探討消費價值認知對於消費者銷售促進活動影響之研究。私立淡江大學國際貿易學系碩士論文，未出版，台北縣。9.溫珮妤(2003)。贈品行銷—波段魅力無法擋。cheers雜誌，30，156-163。10.劉美琪(1990)。促銷管理-理論與實務。台北:正中書局。11.顧萱萱、郭建志譯(2002)。消費者行為。台北:雙葉書廊有限公司。

二、英文部份

- 1.Aaker, D. A. (1973). Toward a normative model of promotional decision making. *Management Science*, 19(6), 593-603.
- 2.Alain D. & Jacob I. (2002). Understanding consumer repactions to remium-based promotional offers. *European Journal of Marketing*, 36, 1270-1286.
- 3.Babin, B. J., Darden W. R., & Griffin M., (1994). Work and/or fun:measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(Mar), 644-656.
- 4.Batra, R. & Ahtola O. T. (1990). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159-170.
- 5.Bazerman, M. H., Tenbrunsel A. E., & Wade-Benzon K., (1998). Negotiating with yourself and losing: making decisions with competing internal preferences. *Academy of Management*, 23(2), 225-242.
- 6.Bellenger, D. N., Steinberg E. & Stanton, W. W. (1976). The congruence of story image and self image as it relatess to store loyalty. *Journal of Retailing*, 52(1), 17-32.
- 7.Belk, R. W. & Coon G. S. (1993). Gift giving as agapic love: an alternative to the exchange paradigm based on dating experience. *Journal of Consumer research*, 20(Dec), 393-417.
- 8.Bettman, J. R. (1979). An information processing theory of consumer choice. Reading, MA:Addison Wesley.
- 9.Chandon, P., Wansink B., & Gilles L. (2000). A benefit congruency framework of sales promotion effectiveness . *Journal of Marketing*, 64(Oct), 65-81.
- 10.Engel, J. F., Blackwell, R. D. & Miniard, P. W. (1993). *Consumer behavior*.Chicago:Dryden.
- 11.Hirschman, E. C. & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts methods and propositions. *Journal of Marketing*, 46(3), 92-101.
- 12.Kamakura, W. A. & Mazzon, J. A. (1991). Value segmentation:a Model for the measurement of values and value systems. *Journal of Consumer Research*, 18(Sep), 208-219.
- 13.Larsen D. & Watson, J. J.(2001).A guide map to the terrain of gift value. *Psychology & Marketing*, 18(8), 889-906.
- 14.Raghubir P. (2004).Free gift with purchase: promoting or Discounting the brand?. *Journal of Consumer Psychology*, 14(2), 181-187.
- 15.Monroe, K. B. & Krishnan, R. (1985). The Effect of Price on Subjective Product Evaluation In Perceive Quality: How Consumers View Stores and Merchandise. Eds. Jacob and Jerry C. Olson. Lexington. MA: Lexington Books, 209-232.
- 16.Seipel, C. M. (1971). Premiums—forgotten by theory. *Journal of Marketing*,35(Apr), 26-34.
- 17.Sharon k. B. (1977).Gift-Giving:a review and an interactive paradigm. *Advances in Consumer Research*, 6, 319-324.
- 18.Sherry, J. F., Jr. (1983). Gift giving in anthropological perspective. *Journal of Consumer Research*, 10, 157-168.
- 19.Shimp, T. A. (1990). Promotion management and marketing communications. Chicago, IL: Dryden Press.
- 20.Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy:A theory of consumption value. *Journal of Business Research*, 22, 159-170.
- 21.Strahilevitz, M. A. & Myers, J. G. (1998). Donations to charity as purchase Incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24(4), 434-447.
- 22.Wakefield, K. L. & Barnes J. H. (1996). Retailing hedonic consumption: a model of sales promotion of a leisure service. *Journal of Retailing*, 72(winter), 409-427.