

價格促銷策略對品牌評價與再購意願的影響之研究-以兩岸 Starbucks 為例

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摘要

品牌的重要性一直受到許多企業的重視，品牌的建立與維持往往需要花許多心力去維護，所以許多知名品牌的品牌價值是來之不易的。此外，企業有時會藉由價格促銷增加獲利，但價格促銷的方式是否會影響消費者對該品牌的評價，進而影響再購意願為本研究最主要的研究方向，由於許多先前的研究對價格促銷是否會影響品牌評價與再購意願無一定論，所以本研究為釐清此疑慮，以購買過上海星巴克咖啡的消費者為研究對象進行探討，有效樣本為257份。兩岸地區均有相同的實證結果，其結果如下：1.價格促銷策略對品牌評價具部分顯著影響。2.消費者之產品品牌評價對再購意願具正向影響。3.價格促銷策略對消費者再購意願具部分顯著影響。

關鍵詞：價格促銷策略；品牌評價；再購意願

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