

The Study of the Impact of Price Promotion Strategy on Brand Evaluation and Repurchase Intention - A Case of Starbucks i

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ABSTRACT

Many companies emphasize on the importance of brand recently. Creating and maintaining a brand usually cost a lot of time so that the brand value of a famous brand is priceless. Enterprises sometimes increase their profits by price promotions. Will different price promotion strategies affect consumers' brand evaluation and even further influence repurchase intention? That is the purpose of this research. Many previous researches of price promotion affecting brand evaluation and repurchase intention had different results. In order to clear this confusion, this research used Starbucks' consumers in Shanghai as the study objects. There were 257 samples are effective. This research of Taiwan and China have the same following results: 1.Price promotion strategies have a partial of influences effect on brand evaluation. 2.Consumers' brand evaluation has a positive effect on repurchase intention. 3.Price promotion strategies have a partial of influences effect on consumers' repurchase intention.

Keywords : Price Promotion Strategy ; Brand Evaluation ; Repurchase Intention

Table of Contents

簽名頁 授權書.....	iii	中文摘要.....	iii
.....iv 英文摘要.....	ivv 誌謝.....	v
.....vi 目錄.....	vivii 圖目錄.....	vii
.....ix 表目錄.....	ixx 第一章 續論.....	x
.....1 1.1 研究背景及動機.....	11 1.2 研究問題與目的.....	1
.....2 1.3 研究流程.....	23 第二章 文獻探討.....	3
.....4 2.1 促銷活動.....	44 2.2 價格促銷.....	4
.....9 2.3 品牌評價.....	913 2.4 再購意願.....	13
.....21 2.5 價格促銷策略、品牌評價和再購意願的關係.....	2123 第三章 研究方法.....	23
.....29 3.1 研究架構.....	2929 3.2 研究架構.....	29
.....33 3.3 本研究變數的操作型定義與衡量.....	3333 3.4 研究架構.....	33
.....40 第四章 資料分析與研究結果.....	4042 4.1 兩岸實證	42
研究信度分析.....	42	4.2 敘述性統計分析.....	42
.....43 4.3 星巴克價格促銷策	43	略與品牌評價之關係.....	43
.....53 4.4 星巴克品牌評價與再購意願間之關係.....	5359 4.5 星巴克價格促銷策略與再購	59
意願間之關係.....	5361 4.6 星巴克品牌評價為價格促銷策略與再購意願間之介變數.....	61
.....64 第五章 研究結論與建議.....	6467 5.1 研究結論.....	67
.....67 5.2 理論與實務意涵.....	6771 5.3 研究限制與後續研究建議.....	71
.....75 英文文獻.....	7575 中文文獻.....	75
.....75 英文文獻.....	7578 附錄一、台灣地區消費者對星巴克之建議.....	78
.....85 附錄二、上海地區消費者對星巴克之建議.....	8586 附錄三、正式問卷(台灣版).....	86
.....88 附錄四、正式問卷(大陸版).....	8890 圖目錄 圖1-1 研究流程圖.....	90
.....3 圖2-1 態度的三個組成因素.....	315 圖2-2 知覺程式過程	15
圖.....	1516 圖2-3 消費者接受產品的過程圖.....	16
.....18 圖2-4 知覺品質於消費者決策過程中所扮演的角色.....	1819 圖2-6	19
Monroe之實際價格、知覺品質、知覺價值及購買意願關係的觀念性模式.....	1820 圖3-1	20
本研究之觀念性架構.....	29	表目錄 表2-1 促銷定義之研究彙整.....	29
.....4 表2-2 以對象別的促銷方法.....	46 表2-3 促銷工具.....	6
.....7 表2-4 促銷工具和促銷誘因形式間的關連性.....	79 表2-5 降價策略可能帶來之影響.....	9
.....12 表2-6 價格促銷的採用時機.....	1212 表3-1 假設彙總表.....	12
.....33 表3-2 價格促銷策略之操作型定義及衡量方式.....	3334 表3-3 價格促銷策略之問卷題	34
項及來源.....	3535 表3-4 品牌評價之問項及來源.....	35
.....36 表3-5 再購意願之操作	36		

型定義及衡量方式.....	37	表3-6台灣前測信度分析.....	41	表4-1研究變項之信度分析.....	42	表4-2研究變項之敘述性分析.....	43	表4-3人口統計變數敘述統計分析.....	44	表4-4兩岸地區性別對價格促銷策略、品牌評價、再購意願之關係.....	46	表4-5兩岸地區年齡對價格促銷策略、品牌評價、再購意願之關係.....	47	表4-6兩岸地區教育程度對價格促銷策略、品牌評價、再購意願之關係.....	49	表4-7兩岸地區職業與價格促銷策略、品牌評價、再購意願之關係.....	50	表4-8兩岸地區每月所得對價格促銷策略、品牌評價、再購意願之影響.....	51	表4-9兩岸地區人口統計變數對構面影響彙整表.....	52	表4-10上海地區價格促銷策略對消費者態度多元迴歸分析.....	54	表4-11台灣地區價格促銷策略對消費者態度多元迴歸分析.....	55	表4-12上海地區價格促銷策略對知覺品質多元迴歸分析.....	56	表4-13台灣地區價格促銷策略對知覺品質多元迴歸分析.....	57	表4-14上海地區價格促銷策略對知覺價值多元迴歸分析.....	58	表4-15台灣地區價格促銷策略對知覺價值多元迴歸分析.....	59	表4-16上海地區品牌評價對再購意願之迴歸分析.....	60	表4-17台灣地區品牌評價對再購意願之迴歸分析.....	61	表4-18上海地區價格促銷策略對再購意願多元迴歸分析.....	62	表4-19台灣地區價格促銷策略對再購意願多元迴歸分析.....	63	表4-20上海地區價格促銷策略與品牌評價對再購意願之迴歸分析.....	64	表4-21台灣地區價格促銷策略與品牌評價對再購意願之迴歸分析.....	65	表5-1 研究假設結果彙總.....	67
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