

整合行銷傳播對提升消費者購買意願之研究：以裕隆通用汽車為例

何政朋、李城忠

E-mail: 9601108@mail.dyu.edu.tw

摘要

近年來汽車產業之消費市場變化相當快速，消費市場已由賣方市場轉移到買方市場，運用整合行銷傳播可以增強與消費者之間的接觸與溝通。本研究主要的研究目的為：如何透過整合式行銷提升消費者的購買意願及企業品牌形象的認同。本研究採用問卷調查方法，以裕隆通用汽車中部地區消費者作為調查對象，共寄發350份問卷，回收有效問卷310份。以整合行銷傳播技術為自變項，整合行銷傳播績效為中介變數，探討對汽車品牌形象之影響程度，本研究使用結構方程模式，研究結果有幾點發現與建議：1.整合行銷傳播技術對裕隆通用中通汽車「品牌知名度」具有顯著正向影響。2.整合行銷傳播技術對裕隆通用中通汽車「消費者購買意願」具有顯著正向影響。3.整合行銷傳播績效「品牌知名度」對裕隆通用中通汽車品牌形象具顯著正向影響。4.不同年齡層之消費者對整合行銷傳播技術之認知呈顯著差異。5.不同年齡層之消費者對整合行銷傳播之績效（品牌知名度、購買意願）呈顯著差異。綜合以上結論：建議透過整合行銷傳播，將經費用於最具行銷效果的技術上，亦即用最少的公司資源，將可大幅提升消費者購買意願。

關鍵詞：整合行銷傳播；購買意願；品牌形象

目錄

目錄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.....	viii	圖目錄.....	x
表目.....	xi	第一章 緒論 第一節 研究背景.....	1	第二節 研究動機.....	2
第三節 研究目的.....	3	第二章 文獻探討 第一節 整合行銷傳播.....	5	第二節 品牌形象.....	15
第三節 品牌知名度 (Brand Awareness)	17	第四節 購買意願.....	19	第五節 整合行銷傳播與購買意願之關係.....	27
第六節 裕隆通用汽車中通公司的行銷分析.....	29	第三章 研究模型與研究方法 第一節 整合行銷傳播觀念性研究架構.....	34	第二節 研究變項之操作性定義.....	35
第三節 研究假說.....	37	第四節 問卷設計與抽樣設計.....	39	第五節 資料分析方法.....	47
第四章 資料分析與研究結果 第一節 問卷基本資料分析.....	52	第二節 因素分析與敘述性統計分析.....	55	第三節 整合行銷傳播對品牌形象影響模式之建立與分析.....	59
第五章 結論與建議 第一節 研究結論.....	81	第二節 研究建議.....	88	參考文獻.....	90
附錄一.....	98	附錄二.....	99		

參考文獻

- 1.王鐸、洪敏莉譯, Percy (2000) 原著。整合行銷傳播策略—從企劃、廣告、促銷、通路到媒體整合。台北:遠流。
 - 2.方世榮 (2001)。「從關係管理的觀點探討整合行銷傳播」。管理評論, 20, 29-64。
 - 3.王又鵬 (1993)。「促銷活動對消費者購買行為影響之研究」。國立政治大學企研所博士論文, 未出版, 台北市。
 - 4.余逸玫 (1995)。「整合性行銷傳播規劃模式之研究—以消費性產品為例」。國立政治大學企管研究所碩士論文。
 - 5.李奇樺 (2003)。「休閒農業形象整合行銷傳播之研究—以宜蘭縣休閒農業為例」。世新大學觀光學系碩士論文, 未出版, 台北市。
 - 6.邱映慈 (2000)。「整合行銷傳播在選舉行銷上之應用—以1998 台北市長選舉為例」。輔仁大學大眾傳播研究所碩士論文, 未出版, 台北縣。
 - 7.柯政宏 (2002)。「促銷方式對於購買意願之研究 - 產品類別干擾效果之探討」。東海大學碩士論文, 未出版, 台中市。
 - 8.黃筱娟 (1999)。「整合行銷傳播組織調適方式之研究-以實施高層級整合行銷傳播之企業為例」。輔仁大學大眾傳播研究所碩士論文, 未出版, 台北縣。
 - 9.黃俊達 (1998)。「組合產品與脈絡線索對消費者認知的交易價值之影響」。國立政治大學企業管理研究所未出版之碩士論文。
 - 10.黃俊英, 行銷學 (二版), 華泰, 2002。
 - 11.吳怡國、錢大慧、林建宏譯。Schultz (1997) 著, 「整合行銷傳播—21 世紀企業決勝關鍵」。台北市:滾石文化。
 - 12.吳宜蓁、李素卿譯 (1999), Duncan 等著 (1999)。「整合行銷傳播」。台北市:五南書局。
 - 13.祝鳳崗 (1996)。「整合行銷傳播之應用:觀念與問題」。傳播研究簡訊, 6, 6-8。
 - 14.許安琪 (2001)。「整合行銷傳播引論 - 全球化與在地化行銷大趨勢」。台北市:學貫。
 - 15.陳蘆俊 (2000)。「競爭品牌價格訊息與語意線索對參考價格評估之研究, 私立淡江大學國際貿易研究所未出版之碩士論文。
 - 16.陳耀茂 (2004)。「共變異數構造分析的AMOS使用手冊」。台北市:鼎茂圖書出版有限公司
 - 17.蔡美瑛、陳蕙芬 (1998)。「整合行銷傳播在高科技產業上之應用-以Computer Taipei ' 96 英代爾公司 (Intel) 公司參展個案為例」。民意研究季刊, 204, 46-62。
 - 18.羅文坤 (1992) 刺客列傳, 台北:耶魯文化。
 - 19.Duncan & Moriarty (1999) 著, 廖宜怡譯 (1999)。「品牌至尊 - 利用整合行銷創造終極價值」。台北市:麥格羅希爾。
- 二、英文部份 1.Asker, David A.,

Managing Brand Equity: Capitalizing on the Value of a Brand Name, Free Press, 1991. 2.Aaker, D. A. K., & L. Keller., "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, Vol. 54, pp.27-41, January 1990. 3.Alba, J. W. & J.W. Hutchinson., "Dimensions of Consumer Expertise," *Journal of Consumer Research*, Vol.13, pp.411-444, 1987. 4.Bagozzi, R.P. and Y. Yi, "One Evaluation of Structural Equation Models", *Journal of Academy of Marketing Science*, Vol. 16, No. 1, pp. 74-94. , 1988. 5.Barbara M. Byrne., *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 2000.

6.Bentler, P.M., & Bonett, D.G., "Significance tests and Goodness of fit in the analysis of covariance structures" , *Psychological Bulletin*. Vol.88/3, pp.588-606, 1980. 7.Berry, Leonard L., A. Parasuraman, & Valarie A. Zeithaml. *The Service Quality Puzzle*. Business Horizons. 5(31), 35-43. 8.Blattberg, Robert C., & Scott A. Neslin., *Sales Promotion: Concepts, Methods, and Strategies*, Englewood Cliffs, NJ: Prentice Hall, 1990.

9.Cross L., "Customer Intimacy is the Real Goal." *Graphic Arts Monthly* 71: pp.81-89, August 1999. 10.Della Bitta, A. J., K. B. Monroe & J. M. McGinnis., "Consumer Perceptions of Comparative Price Advertisement," *Journal of Marketing Research*, vol.18, pp.416-427, 1981.

11.DeVellis R. F., "Scale Development: Theory and Applications" , *Applied Social Research Methods Series*, Vol.26, Newbury Park, CA: Sage Publications, 1991 12.Dickson R. P., and A. G. Sawyer., *The Price Knowledge and Search of Supermarket Shoppers*. *Journal of Marketing*, Vol.54, pp.42-53, 1990. 13.Dilenschneider, R. L., *Marketing Communications in the Post- Advertising Era* ,*Public Relations Review*, Vol.17, pp. 227-236, 1991. 14.Dobni D., "In search of brand image: A foundation analysis" , *Advances in Consumer Research*, Vol.17, pp110-119, 1990.

15.Dodds W. B., K.B. Monroe, and D. Grewal. "The Effects of Price, Brand, and Store Information on Buyer's Product Evaluations." *Journal of Marketing Research* 28, no.3: 307-319, August 1991. 16.Dodson Joe A., Alice M. Tybout., & Brian Sternthal *Impact of Deals and Deal Retraction on Brand Switching*, *Journal of Marketing Research*. Vol.15, pp.72-81, 1978. 17.Duncan T., *Integrated Marketing? It's synergy*. *Advertising Age*. Vol.8/3, pp.22, 1993. 18.Duncan, T., Caywood, C.L., & Newsom, D.A., *Task force report on integrated communications*. Armonk, NY:IBM, 1993. 19.Duncan T., & Caywood, C., *The Concept, Process, and Evolution of Integrated Marketing Communication*. *Integrated communication*. *Advertising Age*. Vol.11/10, pp.64, 1996. 20.Fishbein M., & I. Ajzen *Belief, Attitude, Intention and Behavior*, Reading, Mass: Addison-Wesley, 1975. 21.Gardner, D.M., "Is There a Generalized Price-Quality Relationship?" *Journal of Marketing Research*, Vol. 8, May, pp. 241-3 , 1971. 22.Garretson, Judith A., & Clow Kenneth E., *The influence of Coupon face value on service quality expectations, risk Perceptions and purchase intentions in the dental industry*, *Journal of Service Marketing*. Vol.13, pp.59-70, 1999. 23.Guelford J. P., *fundamental Statistics in Psychology and Education*, 4th(ed.). New York: McGraw-Hill, 1965. 24.Hair, Jr. J. F., Anderson, R. E., Tatham, R. L., & Black, W. C.. *Multivariate data analysis with reading*. Englewood Cliffs, NJ: Prentice-Hall., 1995. 25.Inman, J. J., and Winer, R. S., *Where the rubber meets the Road: A model of in-store consumer decision-making*, *Marketing Science Institute Working*. Cambridge MA: Marketing Science Institute, pp.98-122, 1998. 26.Jacoby, Jacob, Jerry C. Olson, and Rafael A. Haddock., "Price, Brand Name, and Product Composition Characteristics as Determinants of Perceived Quality." *Journal of Applied Psychology*, Vol.56/6, pp. 570-579, 1971. 27.Jamieson, D. "Customer Retention: Focus or Failure." *T. Q. M. Magazine* 6:12-17, 1994. 28.Kaiser H. F., "An Index of Factorial Simplicity" , *Psychometrika*, Vol.39, pp.31-36, 1974.

29.Kamins, M. A., & Marks L. J., "The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar Brands" , *Journal of the Academy of Marketing Science* , Vol.19/3, pp.177-185, 1991. 30.Keller, Kevin Lane. "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." *Journal of Marketing* 57, no.1: 1-22, 1993. 31.Kotler, Philip. *Marketing Management: Analysis, Planning, Implementation and Control* (8th Ed.). Prentice Hall, Inc, 1994. 32.Kotler, Philip. *Marketing Management— Analysis Planning, Implementation, and Control*, 9th ed., Englewood Cliffs (New Jersey: Prentice-Hall, 1997. 33.Kotler, Philip. *Marketing Management: Analysis, lanning, Implementation, and Control* (8th Ed.). Prentice Hall, Englewood Cliffs, NJ, 2002. 34.Koen Pauwels, Dominique M.Hanssens and S.Siddarth, "The Long – Term Effects of Promotions on Category Incidence, Brand Choice, and Purchase Quantity," *Journal of Marketing Research*, Vol.39, pp.421-439, 2002. 35.Laroche, M., Kim C., & L. Zhou., "Brand Familiarity and Confidence as Determinants of Purchase Intention: An Empirical Test in a Multiple Brand Context," *Journal of Business Research*, Vol.37/2, pp.115-120, 1996. 36.Marsh, H. W., Balla, J. R. & McDonald, R. P. *Goodness-of-fit indexes in confirmatory factor analysis : The effect of sample size*. *Psychological Bulletin*. 103(3), 391,1988. 37.Mazursky, D. and J. Jacoby, "Forming Impressions of Merchandise and Service Quality", *Perceived Quality*, J. Jacoby and J. Olson, eds. Lexington, MA: Lexington Books, pp. 139-54. , 1985. 38.Mazursky, D., & Jacoby J., "Exploring the Development of Store Images" *Journal of Retailing* 62 (summer): pp.145-165, 1986. 39.Monroe, *Pricing: Making Profitable Decisions*. New York: McGraw-Hill Book Company, 1990.

40.Moorman Christine, Gerald Zaltman, and Rohit Deshpande. *Relationships between Providers and Users of Market Research: The Dynamics of Trust within a Between Organizations*, *Journal of Marketing Research*.29(8), pp. 317-328, 1992. 41.Moriarty S. E., "PR and IMC: The Benefits of Integration" , *Public Relations Quarterly*, pp.38-44, fall 1994. 42.Narayandas D., "Measuring and Managing the Benefits of Customer Retention." *Journal of Service Research* 1: 114-125, November 1998. 43.Nowak G. & Phelps J., "Conceptualizing the Integrated Marketing Communications Phenomenon: An Examination of Its Impact on Advertising Practices And Its Implications for Advertising Research" , *Journal of Current Issues and Research in Advertising*, Vol.16, No.1, pp.49-66, 1994. 44.Park C. W., B.J. Jaworski, & D.J. MacInnis, "Strategic Brand Concept-Image Management," *Journal of Marketing*, Vol.50, pp.135-145, 1986. 45.Percy Larry. *Strategies for Implementing Integrated Marketing Communications*, 1997. 46.Raghubir & Corfman. *When Do Price Promotions Affect Pretrial Brand Evaluations?* *Journal of Marketing Research*, Vol.36, pp.211-222, 1999. 47.Raghubir, Priya. *Coupon Value: A Signal for Price*, *Journal of Marketing Research*, Vol.35, pp.316-24, 1998. 48.Rao, A. R., and K. B. Monroe., "The Effect of Price, Brand Name and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review," *Journal of Marketing Research*. , pp.351-357, Aug 1989. 49.Roth, Martin. "Innovations in Defining and Measuring

Brand Equity. " Advances in Consumer Research 21 (Provo, UT: Association for Consumer Research):471-496, 1994. 50.Schultz, D. E., How to Overcome the Barriers to Integration. Marketing New, 16-18, 1993a. 51.Schultz D. E., The Customer and the Data Base Are the Integrating Forces, Marketing News, 14-17,1993b. 52.Schultz, D. E., Problem That Practitioner Have With IMC. Marketing New, 11, 1996. 53.Schultz, D. E., IMC in the Hyper-Competitive Marketplace. Marketing News, 37, 1997a. 54.Schiffman, Leon G., and Leslie Lazar Kanuk. Consumer EHAVIOR. (7th Ed.). Prentice Hall International, Inc, 2000. 55.Shimp, Terence A., and William O., Bearden. " The use of Extrinsic cue to facilitate product adoption. " Journal of Marketing research, Vol.19, pp.229-239, May 1982. 56.Steenkamp, A., & Jan-Benedict, E. M., Product quality: An Inveatigation into the Concept and how it is perceived by Consumers. The Netherlands: Van Gorcum, 1989. 57.Steenkamp, Jan-Benedict E. M., Hofstede, Frenkel ter, & Wedel, Michel. A Cross-National Investigation into the Individual and National Cultural Antecedents of Consumer Innovativeness, Journal of Marketing, 63(2), 55-69, 1999 58.Thaler, Richard, " Mental Accounting and Consumer Choice, " Marketing Science, Vol.52, pp.199-214, 1985. 59.Thorson, Esther & Moore, Jeri. Integrated Communication: synergy of persuasive voices. Mahwah, N.J.: Lawrence Erlbaum Associates, 1996. 60.Zeithaml, Valarie A., " Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence " , Journal of Marketing, Vol.52, pp.2-22, 1988.