

A study on the effect of integrated marketing communications on increasing consumers' willingness to make purchases ...

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ABSTRACT

A study on the effect of integrated marketing communications on increasing consumers' willingness to make purchases - A Case Study of Yulong Genermotor Chunton. In recent years, the consumer market for the automobile industry has evolved rapidly. The consumer market has transformed from a seller's market to a buyer's market. The interaction with consumers can be increased by applying integrated marketing communications techniques. The objective of this research is: what is the best way to increase a consumer's willingness to make purchases and ensure consumer loyalty to the brand image? This research utilizes the survey method, using consumers of Yulong Genermotor Chunton in central Taiwan as the sample population. A total of 350 surveys were sent out, 310 surveys were returned. The integrated marketing communications techniques was set as the independent variable and results of integrated marketing communications was set as the intervening variable to investigate its effect on the brand image of automobile products. This study applies the structural equation model and the results and suggestions of the study are as below: 1. Integrated marketing communications techniques have a significant positive effect on the brand awareness of Yulong Genermotor Chunton. 2. Integrated marketing communications techniques have a significant positive effect on consumers' willingness to purchase Yulong Genermotor Chunton products. 3. Brand awareness, which is a result of applying integrated marketing communications, has a positive effect on the brand image of Yulong Genermotor Chunton. 4. Significant discrepancies exist in attitudes towards integrated marketing communications techniques among various consumer age groups. 5. Significant discrepancies exist in the results (brand awareness and willingness to make purchases) of the integrated marketing communications techniques among various consumer age groups. The above results conclude: When utilizing integrated marketing communications, funds should be spent on techniques that have the best results to better utilize corporate resources and significantly increase consumers' willingness to make purchases.

Keywords : integrated marketing communications ; consumers' willingness ; brand image

Table of Contents

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
表目錄.....	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		

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