

# 消費者類型與商店印象對量販店自有品牌影響之實證研究

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## 摘要

隨著經濟的快速成長，國人消費的消費型態也已經由強調「自助式、低價、一次購足」的大型量販店取代了傳統的零售店。近年來，由於全球零售業競爭激烈及經濟不景氣之影響，自有品牌成為大型零售量販店為保護利潤及獲取競爭優勢之策略。本研究以國內第一大量販店家樂福為研究對象，自有品牌態度為議題，探討七種購物傾向消費類型與商店印象之關係，並運用線性結構關係模式(LISREL)之統計方法，驗證各構面間之因果關係，並對模式進行配適度檢驗。資料分析結果發現：(1)在直接效果部分：促銷、人際、社交資訊、意見領導、自信及冷漠購物傾向型對商店印象有顯著的正向影響，舒適購物對商店印象之因果關係並未獲得顯著性支持；促銷及人際購物型對自有品牌態度有顯著的正向影響，其他五種類型社交資訊、意見領導、自信、舒適及冷漠購物對自有品牌態度之因果關係並未獲得顯著性支持；商店印象對自有品牌態度亦有顯著的正向影響。(2)在間接效果部分：促銷、人際、社交資訊、意見領導、自信及冷漠購物六種類型透過商店印象對自有品牌態度都有顯著的正向影響。

關鍵詞：品牌態度；商店印象；消費者類型

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