

自有品牌促銷與品牌權益對購買意願影響之研究：以 7-ELEVEN 超商為例

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摘要

根據2009年台灣連鎖年鑑，台灣地區便利超商已達九千四百餘家，密度居全球之冠，近年來因景氣低迷不振，便利超商在競爭激烈的環境下，觀察到超商業者，除了各種促銷活動來提升獲利，利用通路優勢發展自有品牌亦為提升競爭力之趨勢，而商店本身的品牌權益的經營，為建立更持久、更具差異化競爭優勢之關鍵，本研究欲探討自有品牌促銷、品牌權益與購買意願關係。本研究根據文獻資料彙整結果，將自有品牌促銷方式，分為立即性/降低售價、立即性/增加價值、延緩性/降低售價、延緩性/增加價值四種類型，並以品牌權益為中介變項，並研究兩者對於消費者購買意願之影響，對彰化縣地區7-ELEVEN超商消費者採用問卷調查方式進行實證資料的收集，研究發現如下：應用結構方程式分析，驗證自有品牌促銷、品牌權益、購買意願量表的信效度，分析後量表均具有良好信效度，並發現部分背景變項在自有品牌促銷及品牌權益有不同的認知表現。並發展自有品牌促銷影響品牌權益及購買意願的整體模式，整體模式並具有良好之配適度。根據整體模式路徑係數顯示自有品牌促銷對品牌權益及購買意願均有影響，購買意願也會受品牌權益的影響。

關鍵詞：自有品牌；購買意願；促銷；品牌權益

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