

品牌熟悉度、網路口碑與抽獎可控性對賭博式價格促銷活動之影響

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摘要

近年來零售業者推出了一種特別的促銷方式，此種促銷是根據抽獎方式所創造的不確定賭博結果來獲得價格折扣，折扣幅度從 89 折、79 折、69 折到 1 元不等，此種促銷稱作賭博式價格促銷。本研究便是在賭博式價格促銷基礎下，探討品牌熟悉度、網路口碑與抽獎可控性對消費者之參與意願與品牌轉換意願之影響。研究方法以 2(品牌熟悉度的高或低)X2(網路口碑的正面或負面)X2(抽獎可控性的高或低)共 8 組受測者間實驗設計之問卷在網路問卷平台進行發放，回收有效問卷共 212 份，獲得以下結論：(1)賭博式價格促銷下，品牌熟悉度高之品牌轉換意願會顯著地高於品牌熟悉度低之品牌轉換意願。(2)賭博式價格促銷下，抽獎可控性高之參與意願會顯著地高於抽獎可控性低之參與意願。

關鍵詞：賭博式價格促銷、品牌熟悉度、網路口碑、抽獎可控性、品牌轉換意願

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The Effect of Brand Familiarity, Online Word-of-Mouth and Perceived Controllability on The Gambled Price Discount Campaign

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Abstract

Recent years, retailers offer a new promotion campaign combining price discount with lottery, called gambled price discount campaign. Consumers don't know the certain discount (including 11% off, 21% off, 31% off, ..., or even just paying \$1) before participating in this campaign. The purpose of this study is to discuss the effect of brand familiarity, online word-of-mouth and perceived controllability on the willingness of consumer participation and the willingness of brand switch under the gambled price discount. A 2 (brand familiarity with the high or low) X 2 (online word-of-mouth positive or negative) X 2 (perceived controllability of the high or low) experimental design was conducted. We collected 212 valid questionnaires and used SPSS to analyze the results. The findings are: (1) Under the gambled price discount, the willingness of brand switch with high brand familiarity is significantly higher than low brand familiarity. (2) Under the gambled price discount, the willingness of participation with high perceived controllability is significantly higher than low perceived controllability.

Keywords: Gambled price discount, Brand familiarity, Online word-of-mouth, Perceived

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controllability, Willingness of brand switch.