

# 「校際傑出學術論文授權暨發表會」

## 論文摘要表

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論文名稱	消費者的態度、滿意度和行為意圖之關聯性研究—以夢時代之事件行銷為例
英文論文名稱	The Interrelationships among Attitude, Satisfaction and Behavioral Intention—Event Marketing of Dream Mall
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學位類別	碩士
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中文關鍵詞	贊助企業、事件行銷、態度、滿意度、行為意圖
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## 中文摘要

傳統行銷手法於現在景氣不佳的社會下，對於民眾的消費吸引力之影響漸漸不復在，由過去常見的價格廝殺的行銷策略轉趨無效，運用「事件行銷」來造勢，乃成為行銷人員的最佳選擇。利用用事件或活動來吸引民眾，透過民眾在參與的過程，提供有關贊助企業的品牌象徵、特色商品，及持續地加深民眾對企業的良好印象，最後達成增加利潤之目的。

事件行銷本身並無衡量構面，因此本研究透過態度、滿意度及行為意圖的角度來檢視，研究對象為過去或是現在有參加過夢時代舉辦之事件的民眾，探討民眾在參與後對夢時代及所舉辦的事件的態度感受為何，且是否滿意夢時代舉辦的活動，最後對夢時代及事件的行為意圖之關係亦會做調查。透過這些角度來看一般參與民眾對夢時代及所舉辦的事件的整體感覺。

本研究採用便利抽樣法，回收後的有效問卷為 349 份，經由 SPSS 統計方法進行驗證外，並利用統計軟體 AMOS 進行結構方程模式分析(SEM)，實證研究後得到如下結果：

1. 消費者對贊助企業之態度對於贊助企業之滿意度有正向顯著影響
2. 消費者對事件行銷之態度對於事件行銷之滿意度有正向顯著影響
3. 消費者對贊助企業之態度對於事件行銷之滿意度有正向顯著影響
4. 消費者對事件行銷之態度對於贊助企業之滿意度有正向顯著影響
5. 消費者對事件行銷之滿意度對於贊助企業之滿意度有正向顯著影響
6. 消費者對贊助企業之滿意度對於行為意圖有正向顯著影響
7. 消費者對事件行銷之滿意度對於行為意圖無正向顯著影響

## 英文摘要

Because the economy is in a slump condition, the traditional promotions such as advertising and publicity will be eliminated from this varied society. When the situation

happens continuously, Event Marketing becomes an innovational strategy by marketers. Events have assumed a key role in the contemporary marketing mix. Hence, marketers use Event Marketing to attract participators, and offer the brand emblem and goods of the sponsor to increase their profits.

Event Marketing was examined through consumer attitude, satisfaction and behavioral intention in this article. This research investigated those subjects who experienced or joined events in Dream Mall.

This research used the convenience sampling method to collect three hundreds and forty nine valid questionnaires. Data were analyzed by AMOS software. The results are as follow:

1. Attitude of the sponsor has positive and significant effect on satisfaction of the sponsor.
2. Attitude of Event Marketing has positive and significant effect on satisfaction of Event Marketing.
3. Attitude of the sponsor has positive and significant effect on satisfaction of the Event Marketing.
4. Attitude of Event Marketing has positive and significant effect on satisfaction of the sponsor.
5. Satisfaction of Event Marketing has positive and significant effect on satisfaction of the sponsor.
6. Satisfaction of the sponsor has positive and significant effect on behavioral intention.
7. Satisfaction of Event Marketing has no positive and significant effect on behavioral intention.