

Abstract

Title: Research of Influence of Consumer Behavioral Momentum and Human Factors on Functional Beverage – Based on Coca-Cola Company

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With the economic development and the improvement of people's living standards and people's lifestyles, the consumption levels have changed dramatically. Beverage necessities and its increasing demand of consumer goods have become very important, which helped the development of the beverage industry. As the beverage industry matured, the market competition becomes increasingly rapid. How to develop effective marketing, expand the product's market share have become priority issues of enterprise development.

Coca-Cola's group was founded in 1892, after a long period of development, has now become a big company producing soda, juice drinks, herbal beverages, tea beverages, purified drinking water, mineral water, vitamin drinks and other beverages. The global market share of Coca Cola company is 48%, enterprise marketing strategy also faces many challenges.

The current study is focused on Coca-Cola's Fanta beverage-"vitamin water" drink. Based on marketing theory and actual situation and development of the drinks market, the SPSS statistical software on consumers' buying behavior is utilized on regression analysis of brand, marketing strategy, corporate image, price and product attributes on

consumers ' purchasing behavior for resolutions.

Keywords: brand awareness, promotion strategies, corporate image, prices, properties, consumer purchase behavior

摘 要

题目: 消费者的行为惯性和人文因素下对功能性饮料的影响—以可口可乐公司分析为例

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随着经济的发展和人民生活水平的不断提高, 人们的生活方式和消费水平都发生了极大的变化。饮料产品这种快速消费品已成为城乡居民生活必需品的重要组成部分, 其需求量也逐渐增大, 这在一定程度上带动了饮料行业的发展。在饮料行业快速发展和成熟的同时, 市场竞争也日益激烈, 如何制定有效的市场营销, 扩大企业产品的市场份额成为企业发展的首要问题。

可口可乐集团始建于 1892 年, 经过长期的发展, 现已成为拥有汽水、果汁饮料、本草饮料、茶饮料、纯净饮用水、矿物质水、维他命饮料等多种类的饮品。虽可口可乐公司拥有全球 48%市场占有率, 但企业营销策略也面临着很多挑战。

本文以可口可乐旗下的饮品-“维他命水”饮料为研究对象, 以市场营销理论为基础, 根据该饮品市场的实际情况和发展现状, 运用 SPSS 统计软件对消费者购买行为的影响做回归分析, 从品牌认知、促销策略、企业形象、价格定位和产品属性等因素对消费者购买行为进行解析。

本论文分为五部分。第一部分主要就论文的研究背景、研究目的和研究意义、研究范围、研究流程以及国内外发展现状等进行简要介绍；第二部分对本文相关的理论进行阐述及梳理，主要包括品牌认知、促销策略、企业形象、价格定位、产品属性、消费者购买行为等；第三部分是对本论文的研究设计，主要是介绍论文的研究模型构建思路、理论框架、研究设计、量表设计和样本收集等；第四部分是本研究的具体分析，主要是问卷的信度和效度分析，相关性分析和回归分析；第五部分是本论文的结论部分，总结了论文的实证研究和有待进一步研究和探讨的问题。

关键词：品牌认知；促销策略；企业形象；价格定位；产品属性；消费者购买行为