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Abstract
This research will be with consumer's view, probe into relevant the smart-phone goods purchasing intention with influence of perceived price, brand image, perceived quality, perceived sacrifice, perceived value, And exert an influence and prove from the perceive value while joining perceived risk and word of mouth.
This research adopted to the random questionnaire to sample and carry on the investigation to different administrative divisions separately with people living in Tainan city, Send out 400 questionnaires, got back 365's, 92% of rate of recovery, rejected non completed, The effective sample is 350, the effective rate of recovery is 87%. According to the necessary research purpose using SPSS10.0 software to carry out proper statistical analysis, that including factor analysis,SEM, ANOVA anaysis,to find the influence and related among brand image ,perceived price, perceived quality, perceived value and purchasing intention while consumers purchasing the smart-phone.
The result of study is found:
1. Monroe and Krishnan (1985)"The Effect of Price on Subjective Product Evaluation"and Dodds et al. (1991)"Effect of Price, Brands and Store Information on Buyers", is obtain the same conclusion on the research what apply to the purchase intention of the Smart-phone products.
2. The brand image had significantly positive effect on the perceived quality.
3. The perceived risks had significantly positive effect on the perceived value
4. The price is an evaluating important clue of quality, according to the perceived price; consumer feels the price high the quality should be high, too.
5. When the perceived quality is higher, will influence the consumer's perceived vale and purchasing intention higher, too.
6. When the perceived value is higher, will be influencing the consumer's purchasing intention higher, too.
Advisory Committee Dr.Leu - advisor

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