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Abstract
Price is the one of the factor in Marketing mix that can create the profit and more flexible than others. The development of Internet and E-commerce change the model of purchasing behavior of people with the type of operation of enterprise. In this situation, consumer become more sensitive on price, therefore, it causes a great influence on company. It also shows the importance of strategy of pricing.
Price partitioning is one of management of pricing on-line; and reference price is also the common way on Internet. In this research will discuss the implement of price partitioning, reference price, and the degree of consumer's involvement by the company on Internet, and explore the pricing effect on internal reference price, perceived fairness of pricing, acceptance of the surcharge, perceived value, and purchase intentions on consumer. After refer to related reference and the designed measurement.

The analysis result shows that the different price partitioning and reference price have significant influence on pricing effect, but they don't have the significant influence on perceived fairness of pricing. In addition, different reference price doesn't influence the acceptance of the surcharge. Besides, in the moderate of involvement, it influences the pricing effect of price partitioning. In the different involvement of consumer, it influences the pricing effect of price partitioning on internal reference price, perceived value, and purchase intentions. Different degree of involvement doesn't influence the pricing effect of reference price. The study indicates enterprise can use different price effect and the strategy of small units of quotation to control different degree of involvement of consumer, and then change the cognition of consumer. Furthermore, it will enhance the intention of purchase and achieve the goal of revenue.
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