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Abstract ABSTRACT
This work researches into the consumers' purchase behaviors which are effected by different Perceived Risks, result from the products of high involvement and low involvement. Give an example of the drug store.
The research modal is constructed in referring Perceived Risks and consumers' purchase behaviors. Use convenient sampling investigation to do the first test. Use personal involvement measure sheet to sieve out the high involvement and low involvement products in drug stores. Then, do the answer sheet investigations which are aimed at the represented products. The objects of the test are who have bought things in drug stores. The number of the selected objects is 384 and valid retrieve number is 310. The retrieve ratio is 80%. According to the retrieve materials and statistics analysis, we find out that:
一、 When facing the high involvement products, consumers become conscious of the Perceived Risks which will affect the sources of their information. And, the sources of their information are the main thrust of purchase behavior. Therefore, consumers will collect lots of information as a kind of evaluation, when buying the high involvement products.
二、 On the other hand, when facing the low involvement products, consumers won't feel Perceived Risks. So, when buying the low involvement products, consumers won't consider purchase risk.
According to the results, this research addresses some advice as follows
一、 About the high involvement products: The managers of the drug store can put stress on increasing consumers' reliance and attitudes. For example, professional pharmacist's directions, a certificate of inspection, brands, etc. So as to decrease consumers' Perceived Risk and increase their purchasing power.
二、 About the low involvement products: The managers can put in lots of information to increase the contacts with consumers. They can attract the consumers by prices or sales promotion.
Keyword: high involvement, low involvement, Perceived Risk, purchase behavior
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