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Abstract
In DigiTimes Research research, thre are approximately 4.23 million LCD TV were exporting (including OEM) in the year of 2005. This year, 2006, LCD TV was expecting to be doubled to 8 million. LCD application is one of the fast growth industries according to Display Search. In the research, LCD TV exporting has grown up 64% starting from 2002 to 2007.
Consumer purchasing behaviour has become one of the uncertain factors. In the past, the consumer bought an electrocity product based on their “ Need”; however, the behaviour has changed to “ Want”. More and more situation, a consumer will say that he/she wants to buy an LCD TV instead of needs to buy an LCD TV. With such reason, all LCD panel manufacture keeps earn the benefit on human’s desire.
This dissertation is written based on distributing the survey papers to various age of consumers and by their rsponse on the survey to dig out how consumer purchasing behaviour will affect the product industry. The analyses are as below
1. Motivation of purchasing LCD TV
2. Understanding the specification of LCD TV
3. Purchasing resources
4. Purchasing channel
This dissertation aims to provide the reader to how a consumer might make the decsion to purchase LCD TV based on rand name, TV size, purchasing channel, and budget. With research result, a company will be able to make the strategic marketing direction.
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