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Abstract Abstract
The consumer behavior of retailing store is different from other types of shopping, the scholar had not classified to its consumer's type in the past,this research try to sum up the consumers’ types of Retailing stores by shopping motivation,and define.
The result enable the identification of four distinctive shopper types based on the shopping motivation : (1) the rational consumers,(2) the convenient consumers,(3) the apathetic consumers, (4) sensitive consumers of the price, the main customers of retailing stores are likely to be “ convenient consumers”, they like convenient can one purchase all consumption of item. So, the purpose of this study is to explore the impact of consumers’types and perceived risk to private label brand purchase intention.
This research set up three hypothesize, through statistical analysis, conclusions were made as follows :
1. Different consumer types have different perceived risk.Rational consumers pay more attention to physical and performance risk. Convenient is to physical risk. Apathetic is to physical,performance risk. Sensitive consumers of the price is to physical, performance financial.
2. Perceived risk will affect purchase intention on private label brand. The higher the perceived risk, the lower the purchase intention on private label brand.
3. Sensitive consumers of the price has highest purchase intention on private label brand. The second is convenient consumers. The third is apathetic consumers. The fourth is rational consumers.
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