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Abstract
Nowadays, in order for the enterprises to survive and obtain profit in the competitive consumption brand market, brand strategy that operates between the enterprise and their distributors become critical. The brand strategy used between manufacturer’s national brand and hyper-market’s private brand has to consider the different brands of products that consumers purchased or the amount of the price charged for the services reflect on their perceived quality and value for the product, which will then cause influence on their purchasing behavior. Besides, brand awareness is also appraised by the consumers in their buying strategy. Thus, the whole idea of this essay is to explore and study the “price promotion”,“perceived price”, “perceived quality” and “perceived sacrifice” between manufacturer’s national brand and hyper-market’s brand affect the perceived value and purchase willingness for the consumers. Meanwhile, it also analyses the impact on the “perceived quality” and “purchase willingness” based on “brand awareness”, which is use as the reference of marketing strategy plan for those researchers.
This essay is focus on explore the price promotion and purchase willingness between the and hyper-market’s private brand. Therefore, it has adopted the method of survey in the RT-mart. It also uses the theory advanced by analysis tools of descriptive statistics, Cronbach's α reliability, validity test, factor analysis and regression analysis. It explores how the perceived value and purchase willingness affect the consumer through the price promotion. By using the result acquired from the survey, it has come to the conclusion as follow:
1.The relation of brand price promotion and perceived price to the consumers is positively proportional; hence, brand price promotion strategy will also lower consumers’ perceived price toward the product.
2.The higher the consumer’s perceived price, the higher the perceived quality and perceived sacrifice.

3.The higher the consumer’s brand perceived quality, the higher the perceived price, perceived sacrifice and perceived value; furthermore, the higher brand perceived value the higher the purchase willingness.
4.The higher the brand awareness,the higher the perceived quality and purchase willingness.
【Key Words】Price Promotion,Perceived Price,Perceived Quality, Perceived Value,Purchase

Willingness.
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