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Author Wei-Chih Wu
Author's Email Address No Public.
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Abstract
Under the competitive environment, enterprise's manager put out various kinds of promotions, and the price promotion is the most attractive to the consumers among all those promotion. The consumers have different preference for quality or price toward all kinds of goods that consumers have bought based on these different demand attributes. For the price promotion toward three different kinds of product categories, the influence on perceived value will also be different due to the different weight toward the perceived quality and the perceived sacrifice.
Two purposes on this study are:
1. How to purchase intention can be affected by the price promotion for different kinds of goods.
2. How the customer loyalty can be affected by the perceived quality and then result in the charges of purchase intention.
We adopt the investigation method of the questionnaire. The population is the consumers in south of Taiwan, where 380 questionnaires are released, and 306 questionnaires retrieved are effective. We use SPSS10.0 statistics software, including narrating statistics, reliability analysis, validity analysis, Pearson correlation analysis and regression analysis. We have found:
1. Convenient product is mainly considered for monetary perceived sacrifice rather than the influence on perceived quality.
2. Both perceived quality and the perceived sacrifice are the indexes for shopping goods. The consumers can develop different weight toward the perceived quality and the perceived sacrifice according to the different product attributes, and, therefore, build the perceived value on the weight.
3. There are other factors that influence the perceived value when so consumers buy specialty goods expect for the perceived quality and perceived sacrifice.
According to the results, there are suggestions to marketing managers:
1. The sales of convenient goods can be increased by the price promotion.
2. Both price and quality are the evaluating indexes for shopping goods, however, the purchase intention will be enhanced considerably by better quality.
3. The price promotion is not useful to specialty goods, we can use other marketing strategies to enhance the whole value of goods.
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