The study of disposition intentions of consumer's post-purchase: An example of international luxury goods

Lin Yi-jie, Zhang Kui
E-mail: 354529@mail.dyu.edu.tw

Abstract
Due to the global economic growth, many people's income has decreased, thereby delaying the purchase of new products. However, the development of e-commerce has created a vast secondary product industry. Therefore, we have investigated the factors affecting consumers' disposition of old products, and further explored how these factors influence consumers' final disposition decision. In terms of empirical research, we used international luxury goods as our research object, and used SEM and Two-Way ANOVA to verify our hypotheses. The results showed that perceived depreciation, product scarcity, and transaction frequency had an impact on the transaction reference price and perceived transaction cost, and subsequently influenced consumers' mental premium. In addition, consumers' perception of the monetary value and functionality of the old product would also affect their final disposition decision.

Keywords: disposition, perceived depreciation, product scarcity, mental premium, perceived disusefulness

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