

The effect of promotion activities, products information, and involvement degree on the consumer's impulse purchase

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ABSTRACT

The thesis mainly explores if there are any connections among intellectual cell-phone promotion activity classifications, product information contents and consumers' impulsive purchases. We classify promotion activities into price promotion activities and non-price promotion activities, to classify product information contents into 'functional type' product information contents and "hedonic type" product information contents. "Functional type" product information contents emphasize functional demand for central route. "Hedonic type" product information contents don't emphasize functional demands for periphery route. We divide common promotion activities performed by intellectual cellphone sellers into four types in order to discuss how the different promotion activities impact the customers' impulsive purchases. Eventually, in promotion activities we find out different involvement degree consumers impact the interference effects of impulsive purchases. We have 3 important discoveries and conclusions below: 1. The different promotional activity design would impact consumer's impulsive purchase desire. 2. In the different product information contents, it's not true that "hedonic type" information contents are easier to cause impulsive purchase behaviors than "functional type" information contents. 3. The different involvement degrees show some interference effects to promotion activity design in consumer impulsive purchase.

Keywords : Promotion Activity、 Product Information、 Involvement Degree、 Impulsive Purchase

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