

# A study of perceived price, perceived quality and perceived risk on-line purchase intention-the case

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## ABSTRACT

In recent years, network has been gradually becoming as a main shopping channel given the evidence that physical products or network services have a high growth rate on the network marketing. Women's underwear market has a long tradition of being an important industry in Taiwan. Recently, women's underwear industries have started using the Internet, in addition to the traditional shopping channel, to create new business opportunities. To better understand what impacts the customer's behavior in purchasing women's underwear online, this study investigates the influences of several perceived factors of the customer on his or her purchase decision, particularly focusing on how the customer's perceived price, perceived quality, and perceived risk affect and relate to the perceived value and purchase intention. Based on the related literature, this study develops a theoretical research framework to measure variables and to define operational variables. Furthermore, this study also employs the questionnaire design, sampling methods, and data collection methods to gather results. To obtain concrete conclusions, a statistical analysis is applied to the gathered data. The main conclusions drawn by this study are: 1. Perceived price and perceived quality have a significant positive effect on perceived value, whereas performance risk, time risk, psychological risk, and financial risk have a significant negative effect on perceived value. 2. Purchase intention is positively affected by both perceived price and perceived quality but negatively affected by performance risk, time risk, psychological risk, and financial risk. 3. Perceived value has a significant positive effect on purchase intention. 4. Perceived value on performance risk and purchase intention has the totally mediating effect. However, perceived value has partial mediating effect on perceived price, psychological risk, financial risk and purchase intention.

Keywords : perceived price perceived quality perceived risk perceived value purchase intention

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