

A study of customers' brand preference and product price to purchase intention - comparing the auto

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ABSTRACT

This study focused mainly on Customers' brand preference and product price to purchase intention about the auto market in Taiwan with Mainland China. Of the 600 questionnaires grant to ordinary consumers in the Taiwan and Mainland China, 527 valid questionnaires were returned, with a valid return rate of 87.83%. The SPSS statistic method was applied through the use of factor analysis, T-test, Pearson's product-moment correlation and simple linear regression analysis, and the findings were given below: Based on the consumers' views of Taiwan and Mainland China about auto market, the brand preference had significantly positive effect on both the perceived value and purchase intention; Based on the consumers' views of Taiwan and Mainland China about auto market, the product price had significantly negative effect on both the perceived value and purchase intention. And the brand preference had more effect on the perceived value and purchase intention than the product price as a whole. The results of this study differ from previous expectations that Metropolitan area in mainland China consumers more concerned about price rather than brand preference. Shows that consumer level in China to enhance and progress the same as Taiwan. Therefore, manufacturers can not be cheap but low quality products to attract customers. Through this study allows suppliers to understand that the competition is so intense in the domestic auto market, Brand marketing is to enhance its competitiveness as a key mechanism. As the brand preference is psychological, emotional factors, so suppliers must make the buyer feel its good intention and reliable. Therefore, suppliers should learn from the company with higher consumer brand preference to enhance the purchase intention of buyer.

Keywords : auto market、 brand preference、 product price、 purchase intention

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