

The study of relationship quality brand relationship quality to price sensitivity of luxury goods be

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ABSTRACT

This study state the consumers' price sensitivity . We focus on the sensitivity influenced by quality of international luxury brand, including relationship quality and the brand relationship quality. The object of study: The consumers of Taiwan and China who have purchased luxury goods within the last year, and both Taiwan and China are study areas, a total of 350 questionnaires, collected 339 questionnaires, 259 of valid questionnaires. The results show that: First, when relationship quality is higher, the price sensitivity has a positive impact. Second, when brand relationship quality is higher, the price sensitivity has a positive impact as well.

Keywords : relationship quality、 brand relationship quality、 price sensitivity

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