

# The study of promotion type on consumer purchasing intention : 以國際知名化妝品牌為例

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## ABSTRACT

Along with the time and environment vicissitude, the relationship between people is closer than the past. Putting on make-up is not only to pursue a self-sense of esthetic, but also is a kind of polite behavior. In the last few years, the average age of cosmetics user has decreased and the proportion of the young consumer in total is increasing in recent years. It makes sales volume of cosmetics has been growing in number year by year. The purpose of this study is to explore the relation among price promotion, Premiumn Promotion, post-purchase dissonance and repurchase intention. We used convenience sampling for research method, and returned the 514 valid questionnaires in total. The valid return rates of 78.4%. This research adopted SPSS and AMOS statistical Software and the li-near structural relation model to test the verification of the research hypothesis.

Keywords : the way of sales promotion, post-purchase dissonance, repurchase intention

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