

The relationship among personal value emotional accounting and purchase intent : 以奢侈品為例

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ABSTRACT

Based on previous literature on terms to buy luxury brands, most of them are exploring the purchase of luxury brands is to make people impressed by this, whether consumers simply because the impact of personal values, to buy luxury goods, this research is slightly inadequate. This study collected survey is the way to understand consumers buy luxury brands arising from the personal values, whether the impact of consumer product brands to buy sperm willingness to buy. Have the luxury of the past, only a minority of people, now has an increasing proportion to the number of high, it is most people think is to highlight the success of their identity or status, so more and more consumers are willing to pay future buy these luxury goods. The results found that people buy luxury brands, it will certainly take into account the personal values factors, such as the study mentioned in the emotion of accounting, the value of perceived quality, an extension of the self and internal consistency, and personal values will affect consumers buy luxury goods to buy.

Keywords : emotion accounting

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