

# Internet negative word of mouth on the perceived quality、perceived value、consumer boycott and repurchase intentions :

王若瑤、蔡翠旭

E-mail: 354528@mail.dyu.edu.tw

## ABSTRACT

In this study, Po as an example, the negative word of mouth messages strength will be diluted over time?will affect consumer perceived quality, perceived value and impact of further changes in consumer buying behavior again, on consumer boycott for interference, to explore whether the consumer because of other people's resistance to change the behavior of the re-purchase. In this study, a total of 250 valid questionnaires, mining entities and network distribution, and SPSS for analysis. Study concluded that negative word of mouth messages are negatively correlated to the perceived quality, perceived quality, perceived value of a positive correlation, then the perceived value of the purchase will have a positive correlation, negative word of mouth network for re-purchase will have a negative correlation, negative word of mouth messages on the Internet perceived value are negatively correlated

Keywords : Perceived Quality、Repurchase Intentions)、Negative Word of Mouth、Perceived Value、Consumer Boycott

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