

# The study of disposition intentions of consumer's post-purchase : 以國際精品為例 / 林宜潔 撰 .

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## ABSTRACT

As global economic growth slowdown in recent years, someone will reduce their spending in responding to the economic downturn, and others will delay the purchase of the new products. But, due to the development of e-commerce, it creates a huge second-hand goods industry. However, researches to explore disposition intentions of consumer's post-purchase that based on the seller's point of view were severely few in the pervious studies. Therefore, we dug the factors which would affect consumer's disposal judgments out to explore, and discuss these factors to have influences for the final disposition intention. By selecting the seasonal limited international-level luxury bag as research subject in the empirical research, structural equation modeling (SEM) and two-way ANOVA were adopted to carry out this mode of analysis. From the results, this study discovered that there were influences between perceived depreciation, product scarcity, transaction frequency and transaction reference price, transaction cost, as well as in turn to affect consumer's mental price premium with the old-goods. Besides, the mental price premium and perceived non-usefulness would also affect their final decision.

Keywords : Post-purchase disposition、 Perceived depreciation、 Product scarcity、 Mental price premium、 Perceived non-usefulness

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