

A Study on the influence among the brand image, price effect on purchase intention for Badminton Rackets

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ABSTRACT

Based on questionnaires, we discuss the influences of brand image, price to the purchase intention of consumers. According to the references we design the questionnaires. Samples of this study were established by people playing badminton in six badminton halls of Taichung City. We have distributed 420 copies in total. Taken out null copies, there are 396 valid copies. The percentage of retrieve validation is 94.28%. We used SPSS statistical software to do empirical analysis and got the conclusions as follows: (1) Brand image has a significant impact on the purchase intention. (2) Brand image has a significant impact on the price. (3) The price has a significant impact on the purchase intention. In this study, it offers to the industry brand image lied in people's minds, prices affecting the purchase intention, enhancing the badminton population of female consumers, straining in order to meet the consumer side of marketing strategies.

Keywords : brand image、price、purchase intention、rackets

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