

The Study on the Relationships among Perceived Value, Satisfaction, and Group Buying Behavior

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ABSTRACT

Purchase form of co-shopping goods in recent years become more mature, consumers do not just only buy food will participate in merger and acquisition, even daily necessities, car, house has the form of merger and acquisition drive down the price, buyers get to benefit best interests. Buying patterns not just build-up to the network or merger and acquisition network to buy, and begin to evolve for consumers (in this study is called from the purchase), the convenor (this is called the main shoppers) in the whole process of merger and acquisition behavior in the sense of the value of goods, customer service and overall behavior, making shoppers choose whether you want to join this community and believe that the primary purchase decision, following the leadership of the main share, as the next to participate in co-basis of a purchase. Therefore, the purpose of the study to explore the perceived value from the purchase, satisfaction relationship between the merger and acquisition behavior, view from shoppers for product value, service value, overall value, satisfaction, service satisfaction (the main share various dimensions), and overall satisfaction, connected and group buying behavior.

Keywords : perceived value、satisfaction、group buying behavior

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