

Measuring The Effect of Brand Awareness, Price Perception and Value Perception on Buying Intention-An Empirical.....

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ABSTRACT

The study of foreign tourism product brand awareness, price perceptions and value perceptions on purchase intentions. The object of this study is the people who have travel experiences in Taichung. a total of 280 questionnaire by SPSS statistical analysis. The study found that “ brand awareness ”, “ price perceptions ” on purchase intentions, the price perception must be the intermediary of the value perception on purchase intention. Therefore, this study suggests that tourism can create consumer value perceptions to enhance consumers' willingness to buy travel products.

Keywords : Brand Awareness、 Price Perception、 Value Perception、 Buying Intention、 Travel

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