

A Qualitative Research of the Relevance among Purchase Motivation, Evaluation Criteria, and Channel Selection in Dimond

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ABSTRACT

With the improvement of the consumption level in recent years, the marketing channels of the diamond and jewelry industry have greatly changed from the simple stores to the multiple channels. Due to the rapid growth of the boutique market, many boutique brands have entered Taiwan successively with various marketing channels including TV shopping, on-line shopping, in-store marketing, chains in department stores, discount stores, etc. However, when choosing the specific channel, consumers are influenced by different life styles, product attributes and channel characteristics. Will the variety of purchase intentions and the assessment criteria affect the channel selection after the consumers perceive the channel characteristics? The study aims to explore the possible process from intention, behavior and decision of the consumers in the selection of the diamond purchase channels. An overall explanation is conducted by face-to-face interviews, to understand the hidden meanings of the purchase intention, assessment criteria and the final choice of channel. From the results of the interviews, it's seen that most consumers expect to improve self-affirmation by diamond products. Thus "self-rewarding" is the most important factor in their purchase intentions, while "price" is the most important factor in assessment criteria. As for the final choice of the channels, most of the respondents show a high degree of recognition on the "jewellery stores". Finally, the study draws the conclusion on the effects of the purchase intentions and assessment criteria on the channel selection respectively, and gives suggestions and orientations to the operators.

Keywords : Channel、Purchase Intentions、Assessment Criteria

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