

A Study of Consumer Repeat Purchasing Behavior A Case of Automobile

翁景德 著、劉水深

E-mail: 8301263@mail.dyu.edu.tw

ABSTRACT

Under the rapid economic development, a family owns more than one durable goods, such as two TV sets, two automobiles in one family. The behavior of purchasing the second durable has recently drawn more attention in the literature. However, due to the limitation of the data collection, this topic has not been studied enough. This theme therefore attempts to make such a contribution by exploring the repeat purchasing behavior in the auto market. The empirical test is based on 339 survey samples. The results indicate that the higher satisfaction of first buying would result in higher repeat buying behavior in the same category. Also the consumer's perceived risk has a significant impact on the repeat buying.

Keywords : Repeat Purchasing Behavior ; Loyalty ; Risk Perceive ; Upgrading

Table of Contents

0

REFERENCES

0