

# The Relationship Research Between Partnership, Perceived Value and Consumers' Purchase Intention – A Case of 3C Chain

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## ABSTRACT

The purpose of this research was from the view of consumer to discuss the dimension of the partnership between consumers and operators in 3C chain home appliances. After build up the partnership, to discuss weather the consumer would raise their purchase intention. Furthermore, adding interference variable of perceived value to analyze weather change the purchase intention of consumer partnership. This research model was discussed the 3C chain home appliances in Taipei country and city area. Regard consumers as research object. Then make use of the questionnaires survey to collect data. The research sent out 350 questionnaires totally, and the valid questionnaire has 340. Through the analysis of reliability, validity, variance to prove the result. (1)High and low “consumer partnership” was interference by “perceived value”, “purchase intention” has no obvious difference, but through the graph of unilateral analysis of variance. We found lower “consumer partnership” was affected by “perceived value”; “Purchase intention” was higher than “high consumer partnership”. (2)Each factor of consumer partnership was interference by perceived value, expect “select partnership”, “build up partnership” and “preserve partnership” about “purchase intention” cause the obvious difference.

Keywords : Partnership, Purchase intention, Perceived value

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