

The Moderating Effect of Brand Trust on the Relationship Between Perceived Product's Value and Purchase Intention—...

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ABSTRACT

This study examines perceived value that influence customers' willingness to buy, just take luxury tea as an example. The study adopts whole investigation method, 471 questionnaires were issued, result to 435 return effective questionnaires, and the effective return rate reaching to 92.4%. Firstly, perceived value of luxury tea was concluded four components through factor analysis, as perceived quality, perceived product quality, perceived health care, and perceived tea-culture. In perceived, the object of this is luxury tea and brand trust is explained as trust in tea store. The data from questionnaires are analyzed through descriptive statistics, t-test, one-way ANOVA, and hierarchical moderator regression analysis. The important results are obtained as followings: 1. The perceived health care of luxury tea has no significant relationship with willingness to buy. However, the perceived quality, perceived product quality, and perceived tea-culture have significant close relationship with willingness to buy luxury tea, and the effect is positive. 2. The brand trust also has significant moderating effect on the relation between perceived value and willingness to buy luxury tea. Though the perceived quality of luxury tea is low, customers' willingness to buy brand trust is high if the brand trust is enough high. Though the perceived quality of luxury tea is high, customers' willingness to buy brand trust is low if the brand trust is enough low. 3. Some characters like age, occupation, education, income, frequency of drink, tea price, are significantly influence with perceived value of luxury tea.

Keywords : 0perceived value, willingness to buy, brand trust, luxury tea

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