

A Study of the Brand Equity, Perceived Risk, and the Involvement on the Consumer Behavior of TV Shopping.

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ABSTRACT

This research is based on the the Brand Equity, Perceived Risk, and the Involvement, discussing if thses theories can effectively measure the consumer behavior and explain TV shopping market. And the research ' s results show as: 1.The perceived risk will affect the brand equity. 2.The involvement will affect the brand equity. 3.The perceived risk, the involvement, and the brand equity will affect consumer behavior.

Keywords : 品牌權益,知覺風險,涉入程度,電視購物

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