

A Comparative Study of the Differences of Consumer Behavior between Imported and Domestic Wine in Taiwan

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ABSTRACT

People usually appraise a subject by its public praise. In other words, if a brand has high public praise means that it will have a competitive advantage over others. A higher public praise represents an assurance of quality, so consumers usually have a higher intention to purchase them. There are a few researches about the public praise effect in marketing field, and most of them focused on the effect of firms' reputation instead of brands' reputation. Today, there are various global and local goods available to the consumers at the same time, public praise will have influence on its reputation, hence change its possibility of being purchased will be an issue worth to be given more concern about. This study tried to delineate the relationship between the "public praise", "perceived quality" and "purchase intentions", and test the proposed framework by the industry of wine in Taiwan. Structural Equation Models were applied to test the proposed hypotheses. According to the data analysis, this study finds that there is no direct influence of the public praise on the consumers' purchase intention, and the perceived quality will play an intermediate role between them. Additionally, may be specifically to the industry of wine in Taiwan.

Keywords : Consumer Behavior, public praise, Perceived Quality, Purchase Intentions

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