

A Study on the Impact of Promotional Pricing Manifestation of Internationally Renowned Skincare Products to Brand Valuation

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ABSTRACT

The study explores the impact of promotional pricing manifestation of internationally renowned skincare products to brand valuation and desire to purchase. Utilizing the questionnaire method, a total of 320 questionnaires were distributed, focusing on consumers in three cities in North, Central and South Taiwan as the respondent subjects, from whom, 284 valid samples were recalled with an effective recall rate of 88.75%. The statistical analysis encompasses of the descriptive statistical analysis, reliability analysis, correlation analysis and regression analysis, and following findings are reached: 1. The brand valuation has a positive effect on the desire of purchase. That is, the higher the consumer's brand valuation, and higher the consumer will be willing make a purchase. 2. In promotional pricing manifestation, both pricing and non-pricing promotions are found highly positively correlated to the desire to purchase, therefore, promotional pricing has a positive effect on the desire of purchase. 3. The interaction of the promotional pricing manifestation and brand valuation does not offer an adjustment yield to the consumer's desire to purchase.

Keywords : promotional pricing manifestation ; brand valuation ; taiwan ; desire to purchase

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