

# An Examination of the Effect of Brand Association, Perceived Risk, Customer Satisfaction on Purchase Intention--An Empir

楊友棣、封德台

E-mail: 9511140@mail.dyu.edu.tw

## ABSTRACT

The competition of the enterprises are increasingly vigorous, and there are more and more enterprises develop their own brands, and they hope to create the value that the brand brings, and expecting can get good results on the investment of the brand. Therefore, the brand impose influence on the purchase intention, but in the process of purchasing products, perceived risk and customer satisfaction would impose influence on the purchase intention. Therefore, this research is an examination of the effect of brand association, perceived risk, customer satisfaction on purchase intention. Investigation result as follows: 1. The non-native brand in Shanghai and the native brand in Taiwan, the degree of the brand association is higher, the perceived risk is lower. 2. In Shanghai and Taiwan, the degree of the perceived value is higher, the customer satisfaction is higher. 3. In Shanghai, the degree of the brand personality is higher, the customer satisfaction is higher. 4. In Shanghai and the native brand in Taiwan, the degree of the organization is higher, the customer satisfaction is higher. 5. In Shanghai and Taiwan, the degree of the financial risk is higher, the customer satisfaction is lower. 6. The native brand in Shanghai, the degree of the psychological risk is higher, the customer satisfaction is lower. 7. The non-native brand in Taiwan, the degree of the time risk is higher, the customer satisfaction is lower. 8. The non-native brand in Shanghai and the in Taiwan, the degree of the perceived value is higher, the purchase intention is lower. 9. In Shanghai and the non-native brand in Taiwan, the degree of the brand personality is higher, the purchase intention is higher. 10. In Shanghai and the native brand in Taiwan, the degree of the organization is higher, the purchase intention is higher. 11. In Shanghai and Taiwan, the degree of the financial risk is higher, the purchase intention is lower. 12. The native brand in Taiwan, the degree of the time risk is higher, the purchase intention is lower. 13. In Shanghai and Taiwan, the degree of the customer satisfaction is higher, the purchase intention is lower.

Keywords : brand association, perceived risk, customer satisfaction, purchase intention

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