

The Study of Own Brand Product Information, Sense Quality and Purchase Will of Shopping Mall- Case Study of French ...

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ABSTRACT

The purpose of this research is to discuss the influence of private brand product information, sense quality on purchase will of Carrefour Inc. comparing with national brand. First, the research introduces the processive procedure of private brand and national brand. Secondary, collects relative references about sense quality and purchase will. Finally, build research framework and research hypothesis. The research regards the consumer who had shopping experience in Carrefour Inc. as research object, and inquires consumer about the attitude intension of private brand and national brand. The total of 550 samples were collected back, 518 were completely finished as valid good. Scale reliabilities of the research included product information (promotion activity, brand image and selling price), sense quality and purchase will were good, the Cronbach alpha were above 0.6, reveals high consistency in research scale. According the research, the conclusion of the research were as following below. 1. The analyses show that the influence of the promotion activity, brand image and selling price of product information on sense quality and purchase will were significant in private brand of Carrefour Inc. In national brand, the analyses shows that the influence of the brand image and selling price of product information on sense quality were significant. 2. The analyses show that sense quality of consumers has a significant influence on purchase will in private brand of Carrefour and national brand.

Keywords : private brand ; sense quality ; purchase will

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