

A Study of Customer Behavior about the Luxury Brand Perceived Price on Taiwan and Mainland China

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ABSTRACT

This research mainly analyses the fine works consumers of the two sides (the mainland China and Taiwan) to the brand consciousness value of fine works and the difference of buying behaviors. In recent years, the open policy of the mainland China improves the local consumers' purchasing abilities, and the phenomenon that the consumers of the two sides go after like a flock of ducks to the fine works brand causes and probes into the consciousness value to the fine works brand of consumers of the two sides with any differences to the buying behavior. In the structure part, it mainly discusses the influence on the consumers' consciousness value of the fine works brand and the buying behavior on the two sides. The samples are regarded as the fine works consumers of the cities of the two sides and examined the target mainly. There are 310 effective questionnaire from Taiwan, and 342 ones from the mainland China, which adopting questionnaire investigation. This research is analyzed with SPSS13.0 software, and is discussed the above-mentioned parameters to the difference of motives when the consumers of the two sides choose fine works brands. The result of this study is found. First, when the consumers of the two sides buy the fine works, the brand consciousness value and buying behavior can influence consumers' purchase decision. Second, there is a difference between the brand consciousness value and the buying behavior of the fine works consumers of the two sides. Third, the brand consciousness and buying behavior of the consumers of fine works in Taiwan are more apparently than they in mainland China.

Keywords : luxury brand ; perceived price of brand ; customer behavior

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