

A Study on the Relationship between the Perceived Value and Purchasing Intention-A Case Study of Japanese Digital ...

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ABSTRACT

This study was conducted by using the Japanese brands of digital cameras to examine the effects of the perceived quality, the perceived sacrifices and the perceived risks on the perceived values, and the influence of the perceived risks and the perceived values on the purchasing intentions at the viewpoint of consumers. Furthermore, we took other brands of digital cameras as the comparison group to compare the differences between the Japanese brands. Study population was who have the experience of using digital cameras in Taipei, Taichung, Kaohsiung, Hualien and so on. Questionnaires were used to interview the cases sampled by convenient sampling, and a total of 560 questionnaires were delivered. Among 488 returned questionnaires, 453 were useful, and the valid respondent rate was 81%. This study revealed three findings. First, there were significant differences between the consumers of Japanese brands and others in the perceived quality, the perceived risks and purchasing intentions. Second, as the consumers' perceived quality was higher and the perceived risks was lower, their perceived values were higher. And the last, among the consumers using the Japanese brands of digital cameras, their purchasing intentions were higher while their perceived values were higher and their perceived risks were lower. Thus, the purchasing intention was not only affected by the perceived value but also influenced by the perceived risk.

Keywords : perceived quality ; perceived sacrifice ; perceived risk ; perceived value ; purchasing intention

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