

A Study for the Relation Among Perceived Price, Uncertainty Avoidance and Perceived Value - International Brand Computer

沈宏鈞、劉莉玲

E-mail: 9707292@mail.dyu.edu.tw

ABSTRACT

The blooming of the network in recent years caused the popularity of the on-line game, the on-line music, the movie and the multimedia entertainment day by day. When the function of the personal computer come with its diversification, high efficiency and low price, consumer must spend more time to understand its functional difference which enhanced the uncertainty while selecting a computer, however, the continually low price strategy also possibly influence the consumer on the value judgment and price cognition. By using Structural Equation Modeling (SEM) as an instrument to verify this re-search, the result discovered that consumer when purchase a multi-national brand personal computer, the uncertainty avoidance has a positive impact to perceived price and perceived value. According to the above result, this research suggested that the personal computer manufacturer should set up a reasonable price range based on various of the computer product and to enhance the product quality, to enable the consumer does not have to spend too much time on searching when purchase a computer, and to reduce the time cost and risk consciousness. Furthermore, to change the traditional personal computer value of the operating speed, hardware capacity and equipment upgrade toward the de-velopment on integer efficacy for the integrated communication, the network and the multimedia function. The further study was based on the consumer income and ethnic group to analyze the preference of the computer price, and to study the aspect on how a well known, credible and valuable computer influence consumer 's purchase desire.

Keywords : Perceived Price ; Uncertainty Avoidance ; Perceived Value

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