

The Relationship between Consumer 's Recognized Business 's Specialization and Purchase Intention - A Study between Taiw

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ABSTRACT

While market economy is in the state of globalization, the competition becomes the destined game rule. Consumers ' purchase intention has also become the final acting referee of Survival of the Fittest of enterprise. Understanding what the customer 's demand is in enterprises, recognizing Enterprise itself has any ability, resources adjustment and integration are all important. If not having these factors, how to seek external resources to combine is necessary. This research therefore is to study the relation of the influenced consumers to the purchase intention by means of manufacturer 's dynamic capability. This research is a case study based on the dynamic capability of the professional car manufacturer, and how the consumer impacts are. The findings are the enterprise 's ability has positive explanation strength to the purchase intention, and the higher enterprise 's ability posses higher purchase intention.

Keywords : business 's specialization, dynamic capabilities, purchase intention

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