

The Research of Relationship between YAMAHA Musical Education and Consumer's Purchase Intention

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ABSTRACT

This research, targeted on the customers of YAMAHA Instrument Company, is to analyze what influences the behavior of buying instruments by using statistics based on the following factors: the time spent in the music class, product involvement, perceived risk, perceived value and purchase intention. This research also probes into the purchase intention of those participating in YAMAHA Music Class. The major conclusions of this research are as follows: 1. The time spent in YAMAHA Music Class has no direct influence on the product involvement of the customers. That is, the time which customers spend participating in YAMAHA Music Class has nothing to do with the product involvement of the customers. 2. The time which the customers spend in YAMAHA Music Class is not related to the perceived risk of the customers, which means the time the customers spend participating in YAMAHA Music Class has no influence on the perceived risk of the customers. 3. The time which the customers spend in YAMAHA Music Class has a direct influence on the perceived value of the customers, which indicates that the longer the customers take part in YAMAHA Music Class, the more the perceived value increases. 4. The product involvement of the customers of the YAMAHA Music Class is closely related to the purchase intention. In other words, the higher the product involvement, the higher the purchase intention is. 5. The perceived risk of the customers of the YAMAHA Music Class is not connected with the purchase intention, which reveals that the perceived risk of the customers doesn't influence the purchase intention of the customers. 6. The perceived value of the customers of the YAMAHA Music Class relates directly to the purchase intention, which suggests the higher the perceived value is, the higher the purchase intention is. The time the customers spend participating in the YAMAHA Music Class has a direct link to the purchase intention. That is, the longer the customers take part in the YAMAHA Music Class, the higher the purchase intention is.

Keywords : product involvement ; perceived risk ; perceived value ; purchase

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