

The Studies of the Relationships among the Service Quality, Perceived Value and Purchasing Intention for the Foreign Inv

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ABSTRACT

Since China's economic reform, foreign capitals have been aggressively invested. Among all the coastal regions, Shanghai is most favorable for foreign investors. Take the fast-food industry as an example; there is a long history of the operation of chain stores in western developed countries, for China, however, whose economy goes from planned economy to market economy, it is a big challenge for this country to reform its commercial circulation.

As Chi-Hsun Lee and Rui-Lian Su(2008) pointed out, among the existing literature researching into the influence of service quality on the purchasing intention, consumer perceived value is often neglected, and the complete concept of service quality is not included. Therefore, I argue that it is necessary to explore the importance of service quality and perceived value in relation to purchasing intention.

The research findings show:

First, in Shanghai, the service quality of foreign invested fast food chain stores has a significantly positive impact on customer perceived value.

Second, in Shanghai, customer perceived value of foreign invested fast food chain stores has a significantly positive impact on purchasing intentions.

Third, in Shanghai, service quality of foreign invested fast food chain stores has a significantly positive impact on purchasing intention.

Finally, the academic and practical suggestions are made as a reference for operations in this industry according to the results and findings of this research.

Keywords : service quality、 perceived value、 purchasing intentions

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