

# A Study for the Import Channels of the Relationships within Product Quality, Product Price, Service Quality and Purchase

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## ABSTRACT

In globalized today, all products by the Internet and marketing company all sorts of techniques, by do not limit in sole or the enclosed area sell. In order to serve this purpose, “ the product ” will promote to world each country, and gains the maximum benefit, becomes the various companies store important promotion the topic. At present in the market the product input mode, altogether differentiates two big systems: one sells outright directly for the product origin country by the manufacturer, then in the domestic sale, the parallel input, the pattern, one to seek the sales domestic company to hold the post, i.e. is, the business agent, the pattern, because both the background different makes the effect will also have a difference, its difference will produce the different special characteristic(product quality, product price, service quality and so on), certainly will have in the purchase wish influence to the consumer. Therefore, this research take the above factor, as aims at the parallel input with the business agent the characteristic difference, purchases height of the wish to the consumer to do the research. This research the common populace will take the object of study scope by Taiwan area. Before interrogating the volume, to measure that the provide counts 100. Has related after the preliminary correlation analysis each construction surface and the purchase wish, the actual market provide counts 300 samples, effective sample 278. And the business agent pattern fills in answers the effective questionnaire to count 147, the parallel input business pattern fills in answers effective questionnaire 131. Findings: first, business agent pattern: the value product quality and the service quality earn the forward support and reach obviously, then affects its purchase wish to be higher; The product price has not won the support, because the product price will not affect the consumer to its purchase wish. Second, parallel input pattern: the value product price and the service quality earn the forward support and reach obviously, then affects its purchase wish; The product quality has not won the support, because the quality will not affect the consumer to its purchase wish. Third, the aspect suggested in “ the sex ”, parallel input business should strengthen to the masculine consumer strengthens achievement and the addition the service quality serves the foothold, strengthens its purchase wish. Fourth, the aspect suggested in “ the age ”, the business agent should strengthen to an age bigger consumer sells achievement of the service quality, strengthens its purchase wish. Fifth, the aspect suggested in “ the school record ”, parallel input business should strengthen to a school record higher consumer strengthens achievement and the addition the service quality serves the foothold, strengthens its purchase wish. Sixth, because the consumer this construction surface takes the influence in “ the product quality ”, the business agent its representative the original factory company's product, although therefore affects it “ the purchase wish ”, but parallel input business not obvious disparity. Seventh, the consumer this construction surface takes the influence in “ the product price ”, parallel input business sells outright the product, creates the price complete leading power, therefore affects it “ the purchase wish ”. Eighth, the consumer this construction surface takes the influence in “ the service quality ”, the effect which business agent and the parallel input both pattern produces, same has the influence “ the purchase wish ” the effect.

Keywords : business agent、 parallel input business、 product quality、 product price、 service quality、 purchase wish

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