The Effect of Brand Image and Perceived Value on Consumer Satisfaction and Purchase Intention — A Case Study of Luxury Handbags

Abstract

Rapid economic growth and the media reports which make life full of fashion information. The high prices luxury products have become a consumer choice. The high prices products are not only practical and durable, but also that shows the individual status. The brand symbol is the symbolic significance of the added value of purchasing brands, consumers desire to have the world's well-known products because that has a good brand image.

According to literature, this research tries to structure an ideal model: a positive relationship among the luxury industry's brand image, perceived value, customer satisfaction and purchase intention and further to explore whether the price discount interference effects on customer satisfaction and purchase intention. This research to understand the sense of implied values and significance of the consumer in Taiwan.

The Internet survey method was published a formal questionnaire in my3q. Using convenience sampling in research, sent out 350 questionnaires altogether. Through the statistical software SPSS10.0 to verify the analysis results:
(1) Brand image has a significant positive impact on perceived value.
(2) Brand image has a significant positive impact on customer satisfaction.
(3) Perceived value has a significant positive impact on customer satisfaction.
(4) Customer satisfaction has a significant positive impact on purchasing intention.
(5) Price discount has a significant positive interference effects on customer satisfaction and purchasing intention.

Keywords: Luxury Industries, Brand Image, Perceived Value, Customer Satisfaction, Purchasing Intention, Price Discount