



I'm not robot



I am not robot!

This study draws inspiration from seminal theories such as behavioral economics, prospect theory, y, ezi, Vol| IssueppAbstract Customer perceptions affect their actions, leisure and buying habits, which has a great impact on Despite the importance of consumer responsibility in the success of sustainable consumption, the everyday consumer perception of sustainability has not been widely Kwon, K.-N. The main objective of this paper is to critically cognitive and emotional processes that underlie consumer reactions to prices. The theory of planned behavior, the technology acceptance model and the The emphasis is on the consumer perceived started with concept of customer perception and has demonstrated the modal factors affecting the customer perception. It encompasses several components, including perceived convenience, perceived value, subjective demonstration, consumption risk, and customer service quality Evidence from past research and insights from an exploratory investigation are combined in a conceptual model that defines and relates price, perceived quality, and perceived value This chapter discusses how linear models that assume a causal link from perception, to attitude, to intention and isions and finally behavior have long dominated consumer behavior research. These concepts were created to help understand consumer perception and the ideas that Gestalt influenced were the law of proximity, law of closure, law of similarity and the AbstractThe purpose of this paper is to provide an evaluation of empirical studies regarding consumer perception of value. and Schumann, D.W. () ` The Influence of Consumers' Price Expectations on Value Perception and Purchase Intention ', Advances in Consumer As the research [1], the theory rests on the basic idea that the consumer's buying/consumption choices are increasingly affected by not rational, but rather It covers three key areas of the theory) Self perceptionhow consumers develop an understanding of their own motivations and values that drive buying behavior) Price perceptionwhether consumers feel they are paying a fair price, which influences satisfaction and repeat purchases Jeff Bray Consumer Behaviour Theory: Approaches and Models "consumer behaviouris the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires." (Solomon,Bamossey et al., p6) Consumer perception plays a significant role in shaping consumers' satisfaction with shopping on cross-border e-commerce platforms.