

| 試題編號 Question No.        |                          |                          |                          |                          |                          |                          |                          |                                     |                          |                          |                          |     |
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| 13                       | 14                       | 15                       | 16                       | 17                       | 18                       | 19                       | 20                       | 21                                  | 22                       | 23                       | 24                       | ≥25 |

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a) First, the smartphone manufacturer need to consider the customer's income level. Because if the price is settled for a very high price, the customers may not be willing to purchase the new mobile phone model as they may not have the ability to pay for it.

Second, the smartphone manufacturer need to consider the customer's satisfaction. Because if the new mobile phone model has no different or special functions as the other mobile phone, the customers may be willing to purchase other cheaper model to satisfy their needs.

Third, the smartphone manufacturer need to consider the customer's taste. As if the new mobile phone model doesn't suit customers' taste, like the look or the weight, they wouldn't be willing to purchase the new mobile phone model with a high price.

Fourth, the smartphone manufacturer need to consider the ability of the phone. Because if the new mobile phone model is not using some unique techniques or special functions, the phone cannot be set in a high price. Or else no customers will be willing to purchase

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the new model phone.

(b) Step 1, need recognition. Customer need to see if there is a need to purchase a new phone or not. If yes, they will consider the models of phone on the market. If not, they will not going to purchase a new mobile phone.

Step 2, information search. Customers may search for the informations of different mobile phone model to compare the difference of each model. And to list out some models to do a compareson.

Step 3, evaluation of alternatives. Customers may use the list they marked to do a comparesen with different mobile phone models. Like which screen is more clear while watching vides, which camera is more clear while taking photos. After comparing different models of mobile phone, customer may finally select the only one they wanted.

Step 4, product purchase. Customers may purchase

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the mobile phone model they have selected in the previous step. They will go to the smartphone store to purchase their final decision.

Step 4, post-purchase behavior. If the customer is satisfy with the mobile phone model. They will consider to post-purchase the same smartphone manufacturer's mobile phone model if they needed or if their old mobile phone is broken.

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