

The Relationships among Social Influence, Customer Satisfaction, Perceived Value, and Purchase Intentions - An Example of Stationery Industry

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Abstract

The accelerating pace of globalization has significantly influenced various industries, including the stationery sector. It has experienced substantial growth and evolving trends due to increasing demand in educational, business, and personal contexts. Also, the new business model in the stationary industry will make the differences in the customer attitudes, like social influence, customer satisfaction, perceived value, and purchase intentions. Therefore, this study explores the relationships between social influence, customer satisfaction, perceived value, and purchase intention in both online and brick-and-mortar shopping environments. SPSS and AMOS were used, and the research applies a structural equation modeling (SEM) approach to analyze data collected from the customer survey. The valid sample is 277, and all respondents who have experiences in purchasing stationery products from different channels. All the findings are as follows: (1) social influence has no influences on customer satisfaction; (2) social influence has significantly positive influence on perceived value; (3) perceived value has significantly positive influence on customer satisfaction; (4) customer satisfaction has no influences on purchase intention; (5) perceived value has significantly positive influence on purchase intention. These findings suggest that stationery industry managers and marketers should leverage social influence strategies, such as social media engagement and influencer endorsements, to enhance the perceived value of their products. Additionally, understanding the specific needs and preferences of different demographic groups can help tailor marketing efforts to boost perceived value and purchase intention. Finally, this study contributes to the growing body of research on consumer behavior in the stationery market. It also provides actionable insights for businesses aiming to enhance their marketing strategies in an increasingly competitive landscape.

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