

ABSTRACT TITLE

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Key words (3-5):

Price, perceived value, satisfaction, loyalty, buying intention

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The research proposal should be limited to 300-500 words, and should provide the following: **What** is the problem, issue or phenomenon to be studied; **why** it is important to study the problem, issue or phenomenon; **how** the problem, issue or phenomenon will be studied; and, **who** will be interested in the outcome of the study.

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