**ABSTRACT TITLE**

Wilson, Kristen B.

Department of Management, Marketing, & International Business

Eastern Kentucky University

521 Lancaster Avenue

Richmond, KY 40475

kristen.wilson@eku.edu

 859.622.2103 (Contact Author)

Ha, Steve

Department of Economics, Management and Project Management

College of Business

Western Carolina University

Forsyth 104

Cullowhee, NC 28723

iha@wcu.edu

828.227.3008

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Price, perceived value, satisfaction, loyalty, buying intention

**ABSTRACT TITLE**

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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