**Research Proposal Title (INCLUDE AUTHOR(S) INFORMATION)**

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Key words (3-5):

Price, perceived value, satisfaction, loyalty, buying intention

**Research Proposal Title**

The research proposal should be limited to 300 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. Please note the following formatting requirements, as relevant to formatting using Microsoft Word: The entire paper should be written using Times New Roman font. The paper title should be written using 16 point font in all caps, and the author(s) information and remainder of the paper should be written using 12 point font. Page size should be Letter (8.5 x 11), with one-inch margins all around. Margins should be justified (right margin should not be ragged). For the best outcome, the text in this template should be replaced with the author(s) text. Please note that accepted research proposals will not be published in the 2018 ARBS proceedings.