The influences of degree of involvement, product characteristic and perceived value on purchase intention while buying tablet PC products. This research is focus on the consumers in the middle part of Taiwan, effective samples were 396 out of 483 questionnaires, and the effective rate was 82%. Factor analysis to the reliability and validity testing, regression analysis conducted to verify assumptions. The results of the analysis through the study, the conclusions of this study was as follows: 1. Degree of involvement has significant and positive effects on the perceived value. 2. Degree of involvement has significant and positive effects on the purchase intention. 3. Product characteristic has significant and positive effects on the perceived value. 4. Product characteristic has significant and positive effects on the purchase intention. 5. Perceived value has significant and positive effects on the purchase intention.

Keywords: degree of involvement, product characteristic, perceived value, purchase intention

ABSTRACT

The study examined the effects of degree of involvement, product characteristic and perceived value on purchase intention while buying tablet PC products. This research is focus on the consumers in the middle part of Taiwan, effective samples were 396 out of 483 questionnaires, and the effective rate was 82%. Factor analysis to the reliability and validity testing, regression analysis conducted to verify assumptions. The results of the analysis through the study, the conclusions of this study was as follows: 1. Degree of involvement has significant and positive effects on the perceived value. 2. Degree of involvement has significant and positive effects on the purchase intention. 3. Product characteristic has significant and positive effects on the perceived value. 4. Product characteristic has significant and positive effects on the purchase intention. 5. Perceived value has significant and positive effects on the purchase intention.

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