

The influences of degree of involvement, product characteristic and perceived value on purchase intention

林明昇、胡瓊元

E-mail: 346473@mail.dyu.edu.tw

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.

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

Table of Contents

中文摘要	iii	英文摘要	iv	誌謝	v	內容目錄	vi	表目錄	vi	
						viii	圖目錄	x	第一章 緒論	1
									1.1 第一節 研究背景與動機	1
									1.2 第二節 研究目的	1
									1.3 第三節 研究流程	5
									2.1 第一節 涉入程度	8
									2.2 第二節 產品特性	8
									2.3 第三節 知覺價值	15
									2.4 第四節 購買意圖	25
									2.5 第五節 各構面間之關聯探討	27
									3.1 第一節 研究架構	33
									3.2 第二節 研究假設	34
									3.3 第三節 操作性定義與問卷設計	34
									3.4 第四節 調查對象及抽樣方法	39
									3.5 第五節 資料分析方法	40
									4.1 第一節 人口統計變數敘述統計	41
									4.2 第二節 資料分析與結果	41
									4.3 第三節 涉入程度、產品特性、知覺價值與購買意圖間之影響	55
									5.1 第一節 結論與建議	65
									5.2 第二節 管理意涵	67
									5.3 第三節 研究限制與未來研究建議	69
									參考文獻	71
									中文部分	71
									英文部份	71
									附錄A 問卷	80

REFERENCES

- 一、中文部份 王雲民(2001), 參考價格區間與知覺品質對知覺價值與購買意圖之影響, 東吳大學企業管理研究所未出版之碩士論文, 台北。王蓉莉(2001), 消費者對組合產品的知覺評估-以產品知識、產品涉入為調節變數, 義守大學管理科學研究所碩士論文。周欣穎(2004), 贈品促銷形式對消費者知覺價值及購買意願影響之研究, 交通大學經營管理研究所碩士論文。林文樹(2004), 個人電腦市場消費涉入之程度研究, 國立嘉義大學管理研究所碩士論文。陳婉文(2005), 不同促銷方式對消費者知覺價值與購買意願之影響-以旅遊產業為例, 交通大學管理科學系碩士論文。陳映如(2006), 銷售人員互動行為、產品特性、規範性評估對衝動性購買行為之影響, 國立成功大學統計研究所碩士論文。陳雅如(2005), 產品屬性與生活形態影響消費者購買決策之研究 - 以寢具用品為例, 大葉大學事業經營研究所碩士論文。黃俊英, 賴文彬(1990), 涉入的理論發展與實務應用, 管理科學學報, 7(1), 15-29。楊登安(2003), 折扣幅度、涉入程度對購買意願的影響 - 以數位相機為例, 輔仁大學管理研究所碩士論文。萬承岳(2006), 價格折扣與品牌形象對消費者知覺品質、知覺價值及購買意願的影響 - 以筆記型電腦為例, 銘傳大學國際企業學系碩士班碩士論文。謝安田(2006), 企業研究方法論, 彰化:著者發行。
- 二、英文部份 Aaker A. D. (1996). Building Strong Brands. New York: The Free Press. Andrews, J. C. (1988). Motivation, Ability and Opportunity to Process Information: Conceptual and Experiment Manipulation Issues. *Advances in Consumer Research*, 15(2), 219-225. Arora, R. (1982). Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement. *Journal of Marketing Research*, 19(4),

505-516. Babin, Barry. J., William, R. D., & Mitch, G. (1994). Work and/or Fun : Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(1), 644-656. Batra, R., & Ahtola, O. T. (1990). Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. *Marketing letters*, 2(2), 159-170. Batra, R., & Ray, M. (1985). Affective response mediating acceptance of advertising. *Journal of Consumer Research*, 3, 234-249. Belk, R. W. (1975). Situational Variables and Consumer Behavior. *Journal of Consumer Research*, 2, 157. Bloch, P. H. (1982). Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation. in *Advances in Consumer Research*, Andrew Mitchell, (ed.), Ann Arbor: Association for Consumer Research, 9, 413-417. Brucks, M., & Zeithaml, V. A. (1991). Price and brand name as indicators of quality dimensions. MA: Marketing Science Institute. Celsi, R. L., & Olson, J. C. (1988). The Role of Involvement in Attention and Comprehension Processes. *Journal of Consumer Research*, 15(3), pp.210-214. Clarke, K., & Belk, R.W. (1978). The Effect of Product Involvement and Task Definition on Anticipated Consumer Effort. in *Advances in Consumer Research*, H. Keith Hunt, (ed.), Ann Arbor: Association for Consumer Research, 5, 313-318. Crowley, A. E., Spangenberg, E. R., & Hughes, K. R. (1992). Measuring the Hedonic and Utilitarian Dimensions of Attitudes toward Product Categories. *Marketing Letters*, 3(3), 239-249. Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37(1), 60-71. Dodds, B. W., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Bands and Store Information on Buyers ' Product Evaluation. *Journal of Marketing Research*, 28(3), 307-319. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1984). *Consumer Behavior*. Taipei : Hwa-Tai Co. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Customer Behavior* (8th ed.). New York: Dryden Press. Engel, J. F., Blackwell, R. D., & Miniard, P.W. (2001). *Consumer Behavior*(9th ed.). Harcourt College Publishers. Engel, J. F., Kollat, D., & Blackwell, R. D. (1982). *Consumer Behavior*(4th ed.). Taipei : Hwa-Tai Co. Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, Mass: Addison-Wesley. Gronholdt, L., Martensen, A., & Kristensen, K. (2000). Customer Satisfaction Measurement at Post Demark: Results of Application of the European Customer Satisfaction Index Methodology. *Total Quality Management*, 11(7), 1007-1015. Hanna, N., & Wozniak, R. (2001). *Consumer Behavior*. New Jersey: Prentice-Hall. Hansen, F. (1985). Involvement of Interest or What ? . in *Advances in Consumer Research* , E.C.Hirschman & M.B. Holbrook(eds.),12, 257-260. Houston, M. J., & Rothschild, M. L. (1978), Conceptual and Methodological Perspective in Involvement. *Research Frontiers in Marketing*, 184-187. Hupfer, N. T., & Gardner, D. M. (1971). Differential Involvement with Products and Issues: An Exploratory Study. *Consumer Research*, 2, 262-269. Kotler, P. (2003). *Marketing Management*. (11th ed). New Jersey: Prentice Hall. Kolter, P., Ang, S. H., Leong, S. M., & Tan, C. T. (1999). *Marketing Management-An Asia Perspective* (2nd ed.). New Jersey : Prentice Hall. Knox, S., & Walker, D. (2003). Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets. *Journal of Strategic Marketing*, 11, 271-286. Krugman, H. E. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29, 349-356. Kassarian, H. H. (1981). Low Involvement: A Second Look. in *Advances in Consumer Research*, 8, 31-34. Hirschman, E. C., & Holbrook, M. B. (1982), Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(summer), 92-101. Ioannidis, C., & Silver, M. (1997). Estimating the worth of product Characteristics. *Journal of the Marketing Research Society*, 39(4), 559-570. Laurent, G., & Kapferer, J. N. (1985). Consumer Involvement Profiles : A New Practical Approach to Consumer Involvement. *Journal of Advertising Research*, 25(6), 48-56. Laurent, G., & Kapferer, J. – N. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22, 41-53. Mano, H., & Oliver, R. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling and satisfaction. *Journal of Consumer Research*, 20(4), 451-466 Menon, S., & Kahn, B. E. (1995). The impact of context on variety seeking in product choices. *Journal of Consumer Research*, 22, 285-295. Monroe, K. B., & Krishnan, R. (1985). The Effect of Price on Subjective Product Evaluations. In *Perceived Quality*, Jacoby, J. & Olson, J. ed.. Lexington, MA: Lexington Books: 209-232. Monroe, K. B. (1990). *Pricing: Making Profitable Decision*. (2nd ed.). New York: McGraw-Hill. Nowlis, P., & Simpson, K. (1996). Consumer Shopping Orientations Non-Store Retailers, and Consumer ' s Patronage Intentions:A Multivariate Investigation. *Journal of the Academy of Marketing Science*, 12(1), 11-22. O ' shaughnessy, J., & Holbrook, M. B. (1984), The Role of Emotion in Advertising. *Psychology and Marketing*, 1(2), 45-64. Park, W., & Lessig, V. P. (1981). Familiarity and Its Impact on Consumer Decision 56 Biases and Heuristics. *Journal of Consumer Research*, 8, 223-230. Richins, M. L., & Bloch, P. H. (1986). After the New Wears Off:The Temporal Context of Product Involvement. *Journal of Consumer Research*, 13(3), 280-285. Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4), 135-145. Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-174. Petrick, J. F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*, 34(2), 119-134. Poxanne, L. H., & Mason, C. H. (1993). Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference. *Journal of Consumer Research*, 20, 100-110. Ravald, A., & Gronroos, C. (1996). The Value Concept and Relationship Marketing. *European Journal of Marketing*, 30(2), 19-30. Ray, M. L. (1973). Marketing Communication and Hierarchy of Effects. In P. Clarke (ed.), *New Models of Mass Communication Research*.(147-176), Beverly Hills, CA:Sage Publications. Richardson, P. S., Jain, A. K., & Dick, A. (1996). Household store brand proneness: a framework. *Journal of Retailing*, 72(2), 159-185. Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior*. (7th ed). New Jersey : Prentice Hall. Sherif, M., & Cantril, H., (1947). *The Psychology of Ego-Involvements*. New York : Wiley. Sheth, J. N., & Venkatesan M. (1986), Risk Reduction Process in Repetitive Consumer Behavior. *Journal of Marketing Research*, 5, 307-310. Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges, *Journal of Marketing*, 66(1), 15-37. Solomon M. R. (2002). *Consumer Behavior : Buying, Having, and Being* (6th Ed). New Jersey : Prentice Hall. Strahilevitz, M., & Myers, J. G. (1998). Donations to Charity as purchase Incentives : How Well they Work May Depend on What You are Tryingto Sell. *Journal of Consumer Research*, 24(1), 434-446. Strahilevitz, M. (1999). The Effects

of Product Type and Donation Magnitude on Willingness to Pay More for a Charity-Linked Brand. *Journal of Consumer Psychology*, 8(3), 215-241. Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: the Development of a Multiple Item Scale. *Journal of Retailing*, 77(2), 203-220. Swinyard, W. R. (1993). The Effects of Mood, Involvement, and Quality of Store Experience on Shopping Intentions, *Journal of Consumer Research*, 20, 271-280. Taylor, S. A., & Thomas, L. B. (1994). An Assessment of Relationship Between Service Quality and Customer Satisfaction in the Formation of Consumer 's Purchase Intention. *Journal of Retailing Banking*, 70, 163-178. Teas, K. R., & Sanjeev, A. (2000). The influence of extrinsic product cues on consumers ' perceptions of quality, sacrifice, value. *Journal of the Academy of Marketing Science*, 28(2), 278-290. Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science*, 4(3), 199-214. Triandis, H. C. (1977). *Interpersonal Behavior*. Monterey, CA: Brooks/Cole. Tyebjee, T. T. (1979). Refinement of the Involvement Concept: An Advertising Planning Point of View. *Attitude Research Plays for High Stakes*, 94-111. Wright, P. L. (1973). The Cognitive process Mediating Acceptance of Advertising. *Journal of Marketing Research*, 10, 53-62. Young, S., & Feigin, B. (1975). Using the Benefit Chain for Improved Strategy Formulation. *Journal of Marketing*, 39(3), 72-74. Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341-352. Zeithaml, V. A. (1988). Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.