

Influence of extrinsic cues on smartphone purchase intentions : 以產品涉入為干擾變數 / 劉月珍 撰 .- 彰化縣大村鄉

劉月珍、江澤群

E-mail: 354683@mail.dyu.edu.tw

ABSTRACT

The aim of this study was to explore the influence of extrinsic cues on smart-phone purchase intentions. Moreover, this study used product involvement as moderators to examine the relationships between brand awareness & purchase intentions, and word-of-mouth communication on internet & purchase intentions, respectively. The questionnaire survey was implemented by using purposive sampling method and answered by Taoyuan County government employees and teachers. A total of 380 questionnaires were distributed, and 320 valid questionnaires were collected. Data were analyzed by descriptive statistics, reliability analysis, factor analysis, chi-square test, Pearson correlation analysis and hierarchical regression analysis. This research has discovered that the influence of extrinsic cues affect customers' purchase intentions. In other words, higher brand awareness, more purchase intentions for consumers. When the word-of-mouth communication on internet is positive, there will be more customers with higher purchase intentions. In addition, level of customers' product involvement affect the brand awareness, and purchase intentions. Nevertheless, customers' product involvement does not affect word-of-mouth communication on internet, and purchase intentions. Last, the conclusion of this study provides some practical recommendations for enterprises managers.

Keywords : brand awareness、word-of-mouth communication on internet、product involvement、purchase intentions

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