

The Effects of Green Product Image on Perceived Value and Purchase Intention

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ABSTRACT

This study provides insights into how green product image affects consumers' perceived value and purchase intention. The samples were the consumers who had used printers. Convenience sampling was used to conduct the survey for this research, 321 questionnaires were distributed and 305 of them were returned. The valid response rate is around 95.0%. Descriptive statistics, Pearson's correlation analysis and multiple regression analysis were used to analyze the data. The model was mostly supported by the data. Firstly, the findings of the study suggested that green product image has a positive effect on perceived value. Secondly, green product image and perceived value have a positive effect on purchase intention. Finally, it was also observed that the effects of green product image on purchase intention are partially mediated by perceived value.

Keywords : green product image、perceived value、purchase intention

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