

# A Study on the Relationships among Product Perception, Conformity and Purchase Intention – A Study on College.....

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## ABSTRACT

This research investigates the intelligence cell phone purchase behavior of north Taiwan college students, the impact of product perception and the herding behavior for the purchase intention. Based on the relationship of product perception, herding behavior and purchase intention, the questionnaires were distributed to the college students of northern Taiwan with random sampling, and the effective samples were 357. Moreover, this study has applied descriptive statistics, t-test, one-way ANOVA, Pearson's product moment correlation coefficient and simple linear regression analysis to analyze the data. The data analysis of questionnaires indicated the following conclusion. 1. Each individual consumer with different background variants presented a significant difference in product perception. 2. Each individual consumer with different background variants presented a significant difference in purchase intention. 3. Each individual consumer with different background variants presented a significant difference in herding behavior. 4. Consumer product perception presented a significant positive correlation with purchase intention. 5. Herding behavior has a significant positive influence on purchase intention. 6. The product perception and herding behavior have an indicative prediction on purchase intention. The results are able to provide the model of smart cell phone purchase behavior and offer relevant business marketing executive reference for marketing strategy.

Keywords : intelligence cell phone、 product perception、 herding behavior、 purchase intention

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