

# The Effect of Product Knowledge and Perceived Value on Consumers' Purchase Intention-Using General Merchandise Store's P

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## ABSTRACT

With the vigorous growth of general merchandise market, it triggers the change of people's consumption patterns, from shopping in different small grocery or specialty stores for several goods gradually into buying everything they need once in a mass general merchandise store. In order to gain more customers, all general merchandise sellers have been innovating their manage tactics; they even develop their own private brand as the main competition strategy. So, the reasons that influence the sales rate of private brand are the focus of this research. The results of the early researches support that consumers' product knowledge、perceived value has an influence to their purchase intention, however, there were some other researches indicated that the connection of the three aren't that obvious. Therefore, base on the different results of early similar researches, reexamination and discussion is worthwhile. The assumptions of this research will be verified by reviewing early documents to build up the operational definitions of product knowledge、perceived value and purchase intention, and to design the questionnaire base on their definitions in order to collect valid data. The research process will be dividing into two stages of data collecting. The first stage is pretest, mainly focus on prelim of questionnaires to examine its' consistency. The second stage is formal research, by giving questionnaires, 538 participants' data with the experience of shopping in general merchandise store were collected. The result of this research found that product knowledge、perceived value and purchase intention of consumers had a positive connection. By using hierarchical regression analysis to control the demographic variable of samples, and to survey the R square of product knowledge、perceive value to purchase intention. Excluding the influence of demographic variable, consumers' purchase intention to general merchandise store's private brand will positively influenced by the product knowledge and perceived value they acquired. The result of this research has proved that product knowledge will increase customers' purchase intention through perceived value, and it's the effect of which plays a mediating role in the process of product knowledge influence purchase intention. Though the result has proved the connection among product knowledge、perceived value and purchase intention, but, there are parts that worth a further research and clarify. So, according to the results mentioned above, the author provides some related suggestions and directions of future studies in this research.

Keywords : Product knowledge、Perceived value、Purchase intention、Private brand

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