

The Research of Brand Awareness, Perceived Risk and Product Knowledge on Consumers' Purchase Intention - A Case of Table

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ABSTRACT

The iPad has made a comeback since the Apple Inc. released it in January, 2010. This subverts the way consumers use electronic products. The upsurge of the public frenzy has made swarms of international companies enter the market of tablet PC. Among a diversity of brands, how do consumers choose a product which can literally meet their needs? Can a product with high brand awareness be truly trusted by consumers and further boost their purchase intention? This study discussed the influence of brand awareness on Tablet PC purchase intention and the mediating effect of perceived risk on brand awareness and purchase intention. Besides, the research discussed the moderating effect of product knowledge between brand awareness and perceived risk. The participants of the study are all Internet users, and the research samples were collected through online survey questionnaire. Of all questionnaires mailed, 357 re-sponses were received, 32 unusable responses were dropped from the analysis; hence, the final usable responses were 325. Descriptive statistics, reliability analysis, factor analysis, Pearson correlation analysis, and hierarchical regression analysis were applied to analyze the data. The findings of this results are that: 1. Brand awareness has significant and positive effects on purchase intention. 2. Brand awareness has significant but negative effects on perceived risk. 3. Perceived risk has significant but negative effects on purchase intention. 4. The mediating effect of perceived risk on brand awareness and purchase intention is supported. 5. Product knowledge has moderating effect between brand awareness and perceived risk. Finally, some suggestions according to the empirical result of this study were discussed.

Keywords : Brand Awareness、 Perceived Risk、 Product Knowledge、 Consumers' Purchase Intention、 Tablet PC

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