

# A Study of Product Involvement Influence on Perceptive Quality and Purchase Intention -Examples of Digital Camera Product

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## ABSTRACT

The study uses the example of the international digital camera to discuss three main ideas. First, it is to investigate the relationship among of perceived product quality, product evaluation and purchase intention with to consumers. Second, it considers the interference factor, product involvement, trying to test the effects on consumer,s perceived quality and purchase intention. The last issue is to find out the interactions among these factors. A questionnaire is designed and the samples are chosen from the potential consumers in six cities and counties in the midst Taiwan. The total sample size is 320,where 55 invalid samples are dropped out. The study adopts the software of SPSS to do the data analysis, including reliability analysis, descriptive statistics, relationship analysis and regression analysis.The important findings include. 1. The perceived product quality to product evaluation has the positive correlation relationship. When the products ' internal and external quality are high, the consumers, evaluation. will be relative high. 2. The product evaluation to purchase intention has the positive correlation relationship. The higher the product,s evaluation, the more the purchase intention will be. 3. The consumers ' product involvement to product evaluation and purchase intention have significant interference relationship. When the product involvement is high , the product cognition and judgment ability will upgrade, but it has negative interference relationship. 4. The consumers ' product involvement to product function and product evaluation have significant interference relationship. When the product involvement is high , the product cognition is also high, and it has positive interference relationship. 5. The consumers ' product involvement to after-sale service and product evaluation have significant interference effects. When the product involvement is higher, the product evaluative has significant low relationship; and it has the negative interference effect.

Keywords : product involvement, perceived product quality, product evaluation, purchase intention.

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