

The Moderating Effect of Product Knowledge and Brand Preference on the Relationship between Consumer Attitude Toward Pro

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ABSTRACT

Recently, products placement of marketing is more and more general and plural, its information deters from past time how it disseminated. It emphasizes that throughout the media can combine goods characteristic and using situation, and then to obtain information of the goods or strengthening the brand from the recreational process of consumption naturally is in consumer's heart. Finally, to meat the purchase will of more consumption but we don't know if it would be interfered by other factor. Therefore, we research how it probe into between consumer and film products placement attitude " that if it effect the purchase will and probe into ' products knowledge ' and ' brand preference ' with ' for will ' among the three interference cases. We find out as the example with film ' exert the utmost strength the cell-phone ' . The research object sample is large 464 university students of leaf university and 62 person officers and men of air force orchestra, after viewing and admiring the film, filled the questionnaire immediately. The result of study is found. (1) Products placement of consumer's attitude correlated with purchase will. (2) It is right that purchase will and attitude of buying deterred by the product knowledge. (3) The relation among the attitude that consumers buy products and purchase will have a partiality interference is not right.

Keywords : products placement ; purchase ; products knowledge ; brand preference

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