

The effect of specialization on consumer ' s purchase intention: A Study on Taiwan and North America

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ABSTRACT

This study empirically examines the effect of specialization on consumer ' s purchase intention of equipment. The author suggests the level of specialization may positively effect consumer's purchase intention of equipment, and the difference of culture would moderating this relationship. Examining this relationship may help researchers to better understand the recreationist ' s consumer behavior. Questionnaire was used to collect data from people who had gone mountaineering in the last year in Taiwan and North America. The three-dimensional model of recreational specialization developed by Scott and Shafer in 2001 was adapted. The reliability and structure validity were confirmed by confirmatory factor analysis. The hypothesis was tested by regression and two-way ANOVA. The results confirm the positive effect of specialization on consumer ' s purchase intention of equipment, but the moderating effect of cultural diversity is not supported.

Keywords : specialization, mountaineering, culture, equipment, purchase intention

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