

The Empirical Study of Product Involvement , Consumer Characteristics on the Purchase Willingness of Digital Camera

劉武政、魏文欽

E-mail: 9701139@mail.dyu.edu.tw

ABSTRACT

With the rapid development of science and the coming of electronic information age, life cycles of digital products have been shortened. Nowadays digital cameras have become the most representative products of the consumer electronics products. Digital cameras have a complex function and a short life cycle, so the market is filled with variety and high risk. Digital cameras weed through the old to bring forth the new continuously and tend to be multi-function and complex. Therefore products without features will be eliminated, and the life cycles of products will be rapidly shortened. Besides, the uncertainty of consumer trends is increasing. In order to enhance the competitive ability, dealers need to develop the products positively, improve the technology, trumpet products and display product information. The research based on relevant documents, to obtain the following variables as the antecedent variables for customer ' s purchasing intention: product involvement and consumer characteristics. This study takes consumers in Changhua as the research scope and the questionnaire will be considered as our effective sample. The LISREL approach is used to investigate the causal relationships between the above constructs. The major findings of this study are as follows. Consumer characteristics have a significant positive influence on product involvement; product involvement positively and significantly influences the customer ' s purchasing intention. However, the impact of consumer characteristics on purchasing intention was not been significantly supported.

Keywords : product involvement, consumer characteristics, digital camera,purchasing intention

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