

A Study on the Relationship Among Consumer Ethnocentrism, Product 's Perceived Value, Product Knowledge and Purchase Intention

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ABSTRACT

After our country 's enrollment to WTO, the distance between countries has been reduced with more and more products presented in the market for the choice by consumers. But there are many factors influencing the purchase intention of consumers. In this study, we discuss whether we-identities of consumers in this country will obstruct the intention of purchasing imported goods due to some factors including the consumers ' product knowledge, the perceived product value and the like.

Research results show that consumers ' purchase intention of the tested product (digital camera) is far beyond their own we-identities because of their product knowledge and perceived product value, so the weight of we-identities is relatively low in this study. Therefore for we-identities continuously studied for over 100 years, their presence in the country in the future will be a good and long observable subject.

Keywords : consumers ' we-identities、 product knowledge、 perceived product value、 purchase intention

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