

Elaboration Likelihood Mode and Consumer Purchase Intention in Used Photographic Equipment Market

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ABSTRACT

In this research, subjects were that of consumers who search for buyable used photo equipment from the Internet markets. Through two elaboration routes of Elaboration Likelihood Model - central route elaborator and peripheral route elaborator, the re-searcher aimed to figure out how the affective factors, including positive and negative affection, and the characteristics of used-item markets in the Internet influence the purchasing intentions of consumers in second-hand photo equipment markets.

Totally there were 560 copies of survey had been sent and all of them were re-trieved accordingly; among them, 443 be counted as effective copies. The results showed that, in the elaboration likelihood process of consumers, affection to the attitude changes is as much important as to that of cognition, and it is the affection significantly influenced the purchasing intentions. Regardless of positive or negative affections of central route and peripheral route elaborators, they both significantly affect the purchasing intentions. This result is significantly different from the previous ones. And the results also support that the characteristics of used-item markets in the Internet could affect the two routes of elaboration likelihood model, in that central route elaborator will be affected by it, while the peripheral route elaborator will not. Finally, the results demonstrated that, for central route elaborator, there are three factors of the negative affections that are influenced, such as hobby, joyfulness and trust; however, five factors of negative affections are affected including distrust, dislike, dullness, shamefulness, and nervousness. As for peripheral route elaborator, three factors of the positive affection are influenced, that is hobby, joyfulness, and satisfaction, while the five affected factors of the negative affections include, disbelief, dislike, dullness, distrust, and frightfulness.

Keywords : elaboration likelihood model、affection、purchasing intentions

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