

The Effects of Corporate Image, Price Perception and Attitudes on Purchase Intention - with Product Knowledge as a Moderator

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ABSTRACT

This study investigated the effects of corporate image, price perception and attitudes on purchase intention, particularly, the moderating effect of product knowledge. This study was acquired through the convenience sampling method. Data for this study were collected from 3C hypermarket consumers. Results indicated that corporate image and purchase intention have positive effects. Results indicated that price perception and purchase intention have positive effects. Results indicated that attitudes have mediating effects between corporate image and purchase intention, and results indicated that attitudes and purchase intention have positive effects. Results indicated that attitudes have mediating effects between price perception and purchase intention, and results indicated that attitudes and purchase intention have positive effects. Product knowledge plays a moderating role in the effect of price perception on attitudes. In details, the higher degree of product knowledge, the stronger relationship between price perception and attitudes, vice versa. Implications for research and practice are discussed.

Keywords : corporate image, price perception, attitudes, purchase intention, product knowledge

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