

An Empirical Study of the Effect of Psychological Risk, Product Knowledge and Perceived Quality on Consumer Purchasing Intention

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ABSTRACT

Purchase of wish the consumer concerns profit degree the enterprise, when the usual consumer purchases the product, Chang Hui acts according to many exterior clues to appraise the product, how in which does let the consumer have the high consciousness quality, the product in the appraisal process in the consumer heart the value, then lets the consumer have the higher purchase wish, then is the enterprise important subject. In the past research the scholar, the consumer in the appraisal process, few integrated psychology of risk the consumer the consideration, and discussed it the role which acted in the consumer consciousness value forming process. This research is for the purpose of discussing the product knowledge, consciousness quality, the psychological risk and the consciousness value during various variables the causal relation, and fords into the degree to take the disturbance effect, the achievement discusses the consumer to purchase theory of construction the 3G handset wish influence. In the past research scholar, few consumer psychology risk consideration, therefore this research discussion psychology risk and establishes a conformity pattern. The research technique uses linear structure equation model(SEM), demonstrated after the real diagnosis result, the 3G handset consciousness quality regarding the consumer psychology risk, consciousness value has the remarkable influence, but purchases the wish regarding the consumer to be not remarkable relates, consciousness value in the psychological risk regarding the purchase wish as well as consciousness quality regarding the purchase wish, is acting the completely intermediary role, but the product knowledge regarding the psychological risk, consciousness value formation as well as consumer's purchase wish, has the remarkable influence; Also this research also discovers consciousness quality regarding the consumer psychology risk influence, can consumer of sheriff along with consumer the degree, but weakens along with it.

Keywords : production knowledge、perceived quality、purchasing intention、psychological risk

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