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Author Pei-Chun Hung
Author's Email Address No Public.
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Abstract
Although enterprises have often emphasized the development the new products and services, they have neglected the needs of the consumers. At present time, Taiwanese consumers are focused on product characteristics, their financial resources and trade group opinions in determining their purchases.
In this study we examine which product characteristic is considered by the consumer when making the car purchase. Furthermore, the theory of planned behavior is adopted to derive effects of car-buying attitude, subjective norm, and perceived behavior on the final decisions. The subjects in this study consist of 20 year-olds who hold a job. We use convenience sampling to analyze the data. We show that external variables of product characteristics and theory of planned behavior of the endogenous variables (which include attitude and subjective norm) have significant influence the consumers' car purchasing behavior. We also show that the perceived behavioral control and consumer intentions have no significant influence on the purchasing behavior. Furthermore, we determine that that there are differences in perceived behavioral control and subjective norm between respondents with car-buying experience and those without the experience. We hope that this study will be used as a reference by the automobile industry and further the understanding of the consumer behavior.
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