

# Purchase Intention on Green Products A Case of Internet Consumers

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## Abstract

This study proposes a research framework to measure consumers' purchase intentions on green products. The independent variables are external information sources, purchase experience, consumer attitudes, and perceived value while the dependent variable is purchase intention. The overall model explains variance was 51.8%, and the empirical tests show all significant effect. External information sources, purchase experience, consumer attitudes and perceived value will affect the consumer's purchase intention, in which the perceived value is the strongest influence. In addition, there are the positive effects in external information sources to purchase experience, purchase experience to consumer attitude, and consumer attitudes to perceived value.

Keyword : green product; external information sources; purchase experiences; consumers' attitude; perceived value; purchase intention