

## Understanding Vietnamese Consumers Purchase Intention

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Consumer purchase intention

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Understanding Vietnamese Consumers Purchase Intention

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Purchase intention refers to willing to attempt or execute a particular behaviour (Ajzen, 1991). Purchase intention is considered as the most significant predictor of actual buying behaviour (Fishbein & Ajzen, 1975).

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Understanding Vietnamese Consumers Purchase Intention

Understanding more about determinants of consumers purchasing behaviors can help Vietnamese enterprises identify and obtain the right marketing strategies to meet the consumers demand. This research aims to propose a model for the influence of various factors on the green purchase intention of consumers on Vietnam market to understand if consumers are stimulated with eco-labelling or not.

Determinants Affecting Green Purchase Intention: A Case of ...

Based on the Unified Theory of Acceptance and Use of Technology (UTAUT), the study develops a theoretical model including four explanatory variables of online purchase intention: performance...

(PDF) Factors affecting online purchase intention: A study ...

process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may

A Study of Factors Affecting on Customers Purchase Intention

Understanding Chinese Consumer's Intention to Purchase Smartwatches - Master's Thesis 15 credits Department of Business Studies Uppsala University ... studies focus on Chinese consumers purchase intention on smart watches, who have a strong interest in innovative electronic products and Chinese culture. Apple Watch is a .

Understanding Chinese Consumer's Intention to Purchase ...

The purpose of this study is to investigate factors driving young adult Vietnamese consumers' purchase intention toward green apparel products with emphasis on the role of materialistic values., In this research, a conceptual framework is proposed integrating the theory of

planned behavior (TPB) model with an important consumer value, materialism.

Materialistic values and green apparel purchase intention ...

In short, perceived usefulness will influence consumers' intention to purchase in high risk condition (Xie et al., 2011). 2.3 Purchase Intention and Consumer Behavior Ajzen (1991) suggested that intentions are presumed to be an indicator of to what extent people willing to approach certain behavior and how many attempts they are trying in order to perform certain behavior.

Factors Influencing Online Shopping Behavior: The ...

Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on

Identifying the Factors Affecting Customer Purchase Intention

Belanche, Genjor, and Pérez-Rueda (2019) and Hameed and Kanwal (2018) states that brand loyalty significantly affects the purchase intention of consumers and the key reasons for the above finding...

Effect of Brand Loyalty on Purchase Intention in Cosmetics ...

Relationship commitment has been supported in an online environment as valuable in forming behavioral intentions such as word of mouth, purchase intention, and stickiness intention. Moreover, the commitment-trust theory has been successfully applied in studies of online group buying (Wang et al., 2016) and B2C retail (Li et al., 2006).

Understanding consumer intentions toward cross-border m ...

Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit.

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