

CONSUMERS' BEHAVIORAL INTENTION ON TECHNOLOGY INNOVATION PRODUCTS: A CASE OF NANO AIR CLEANER

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ABSTRACT

The rapid development of information technology enhances the consumers' ability to obtain product information through various information channels. Although consumers are able to collect more information for their decision making than before, there are still some products in the market which are difficult to be understood their true quality by consumers. Therefore, some consumers will rely on brand awareness to decide if the product information is reliable. For the suppliers, how to make consumers believe their products and then increase intention to use is an important issue to market their products. Besides, consumers with more product knowledge might be more willing to use innovative technology products.

This study presents an integrated model combining technology acceptance model (TAM), product knowledge, brand awareness, and trust to explore the consumer s' behavioral intention. Nano air cleaner is an example to verify our research framework. In order to identify the significant factors of affecting consumers' behavioral intention, we use Structural Equation Model to verify the hypotheses.

The research findings are as follows:

1. Consumers' perceived usefulness does not significantly influence their behavioral intentions directly but has an indirect effect through the attitude toward use.
2. Consumers' product knowledge has a positive and significant effect on the attitude toward use.
3. The brand awareness of product has a positive and significant effect on the consumer's trust.

Keywords: technology acceptance model, product knowledge, brand awareness, trust, structural equation model