

Abstract

Research objective

Most large PC vendors had ignored at-home PC market in Thailand because the market had been immature and white box PCs had considerable price competitiveness. But now Thai at-home PC market appeared to become a prospective market for those large vendors as well. Given such a market situation, it seemed that studying purchase intention formation structure of Thai at-home PC was quite meaningful. The fundamental research objective was to grasp and illustrate how the purchase intention of Thai at-home PC users was formed and structured.

Research design

In this study, product form (notebook, brand-name desktop, white box desktop) was taken as an attitude object. The extended Fishbein model was chosen as the basic scheme of modeling and its appropriateness was examined through the structural equation modeling analyses. Several structural equation models were developed to express the model scheme. Latent factors and their indicators used in the models were extracted and grouped by factor analysis and cluster analysis, respectively. The sample data used in the research was collected through survey using questionnaire. University students in Bangkok area were chosen as the target population.

Significant findings

This study yielded the following results regarding the given research problem. There were three stages within Thai at-home PC user's purchase intention formation process, that is, cognitive, affective and behavioral. These stages formed sequence of dependent relationships (cognitive -> affective -> behavioral). There were three attitude objects (notebook, brand-name desktop, white box desktop) and attitude formation structure was somewhat different among these product forms. What to notice was that the research results implied that the extended Fishbein model should be modified in the case of Thai at-home PC. The extend Fishbein model's personal and social factor could be used in this situation. But the research results suggested introducing the other independent factor ('Price' factor). Moreover, at least concerning PC purchase of Thai people, subjective norm factor should not be used in the purchase intention formation model. The other different from the scheme of the extended Fishbein model was that not only personal but also social cognitive factors affected the attitude toward purchase (Aact) factors.

Key words: Thai PC market, the extended Fishbein model, purchase intention formation, structural equation modeling.

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