

The Effect of Perception Process and Consumer Involvement on Repurchase Intention for Travel Products^{****}

You-De Dai^{*} Kuan-Yang Chen^{**} Anna S. Mattila^{***}

(Date Received: January 29, 2008; Date Accepted: April 13, 2010)

【 Abstract 】 To understand the role of consumer involvement in evaluations processes is important since highly involved consumers are motivated to process product-related information both at the encoding and retrieval stages. Based on the perspectives of perception process, this study explores the relationships among perceptions of price, quality, value, and repurchase intention while accounting for the effects of consumer involvement on the quality and value judgments accurately in addition to a discussion on involvement as moderator role. The findings of this study, in the (high involvement) context of travel products/services, indicate that theoretical constructs and hypotheses are almost supported in addition to heightening elaboration of information which should accurately and positively facilitate the formation of cognitive judgments, such as quality and value evaluations, but no significant evidence of consumer involvement on repurchase intention. Besides, invariance testing approach was applied to analyze and results support that there were no significant differences of involvement degree in structural model. Finally, findings are explored for implications of management and a suggestion for future study.

【 Keywords 】 Perceived price, perceived quality, perceived value, consumer involvement