

The Impact of Old Products and New Ideology on Consumers' New Product Purchase Intention

Jia-Rong Wu

*Master graduate, Graduate Institute of International Business,
National Taipei University.*

Pei-Fang Li*

*Assistant Professor, Graduate Institute of International Business,
National Taipei University.*

Abstract

This research aims to examine consumers' perceptions of old products and new ideology i.e. a firm's green concepts and corporate social responsibility (CSR) practice, and their impact on new product purchase intention in the food industry. The perceptions of such are divided into cognitive and affective aspects. Structural equation modeling (SEM) was used for data analysis across a sample of 370 respondents collected from those who have ever purchased leisure foods in Taiwan. The results indicated that consumers tend to make the decision by themselves instead of taking other's opinions when purchasing leisure foods. The affective feeling towards the old products is also a key to consumer's repurchase behavior. This research also observed that consumers are keen on green products but not enough to form purchase intention compared with the products produced by companies practicing corporate social responsibility (CSR). This research confirmed that consumers would be influenced by how they feel about the old products when it comes to new product consideration.

Keywords: Old/new product, Repurchase intention, Green products, Corporate social responsibility

* Corresponding author
E-mail address: maureenpfli@gm.ntpu.edu.tw (P.-F. Li)