THE IMPACT OF PERCEIVED RISK ON PURCHASE INTENTION: GREEN PRODUCTION KNOWLEDGE
AND PRODUCT ENDORSER'S CREDIBILITY AS MODERATING VARIABLES

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ABSTRACT

This study investigated the impact of perceived risk to the purchase intention of green production
and further clarified the moderating effect of green production knowledge and product endorser's credibility
to purchase intention. Convenience sampling was employed to collect questionnaires in the east, west, south,
and north area of Taiwan. A total of 648 valid questionnaires were collected, the valid ones are 85.90%,
and the study processed through structural equation modeling to analyze the hypothetical models.
The study results showed the purchase intention to buy green production will be lower when the perceived risk is higher.
In addition, the study also confirmed that the green production knowledge and product endorser's credibility have a moderating effect
on the relationship between perceived risk and purchase intention. That means while the consumers are on the high-level knowledge about green production, their perceived risk will increase to the purchase intention of green production.

Key words: Perceived Risk, Purchase Intention, Green Production Knowledge, Product Endorser's Credibility