Chinese consumers’ purchase intention of fresh cherries: Modeling of relations between satisfaction and perceived quality

Intención de compra en cerezas frescas de los consumidores chinos: modelando relaciones entre satisfacción y calidad percibida

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Abstract

The purpose of this study was to model Chinese consumers’ intention to purchase fresh cherries through direct and indirect relations and mediating role between perceived intrinsic quality, perceived extrinsic quality and satisfaction. The analytical method used was a structural equation modeling (SEM). Surveys were applied to 388 buyers in three traditional markets in Beijing, China. A confirmatory factor analysis was performed, which presented an adequate goodness of fit to accept the model, according to the literature, which confirmed the relations. The results showed, that perceived extrinsic quality and satisfaction are directly and significantly related to Chinese consumers’ intention to purchase fresh cherries. Additionally, an indirect and significant relationship was found between perceived intrinsic quality and purchase intention, through the mediating role of satisfaction.

Keywords
consumers • fresh cherries • perceived quality • satisfaction • purchase intention • China
Resumen

El propósito de este estudio fue modelar la intención de compra de los consumidores chinos de cerezas frescas a través de relaciones directas e indirectas y un papel mediador entre calidad intrínseca percibida, calidad extrínseca percibida y satisfacción. El método analítico utilizado fue un modelado de ecuaciones estructurales (SEM). Se aplicaron encuestas a 388 compradores en tres mercados tradicionales en Beijing, China. Se realizó un análisis factorial confirmatorio, el cual presentó una bondad de ajuste adecuada para aceptar el modelo, según la literatura, confirmando las relaciones. Los resultados mostraron, que la calidad extrínseca percibida y la satisfacción están directa y significativamente relacionados con la intención de consumidores chinos de comprar cerezas frescas. Adicionalmente, se encontró una relación indirecta y significativa entre la calidad percibida intrínseca y la intención de compra, a través del papel mediador de la satisfacción.

Palabras clave
consumidores • cerezas frescas • calidad percibida • satisfacción • intención de compra • China

Introducción

Chile es el principal suministrador de cerezas frescas en China, que recibe más de 85% de las exportaciones totales de este fruto (6). Un importante salto adelante considerando que más de 10 años atrás era el 22° proveedor para la industria de frutas en China (35). Además, en 2018 Chile exportó más de un millón de toneladas de cerezas frescas a China, casi cuádruple la cantidad de 2012 (32). Este rápido crecimiento puede plantear cuestiones sobre ciertos factores y patrones comportamentales que pueden proporcionar información sobre las razones por las que los consumidores compran frutas y, en particular, cerezas frescas en China. Aunque se han realizado pocos estudios sobre el comportamiento del consumidor chino en general y el modo en el que adquieren alimentos (19). Se ha mencionado que el comportamiento del consumidor chino es esencialmente diferente de otros países debido a raíces culturales, sociales y económicas únicas (3).

Desde esta perspectiva, conceptos como la intención de compra han sido utilizados en la literatura de marketing especializado como una medida para predecir el comportamiento y el reparto posterior. Este concepto refleja el comportamiento probable del consumidor en futuras decisiones de compra en el plazo corto (7). La intención de compra es la posibilidad que determina la propensión del consumidor a comprar el producto; a mayor probabilidad, mayor es la intención de compra (25). Es importante reconocer la intención de compra de los consumidores, ya que su comportamiento puede generalmente prevalecer de acuerdo con su intención Hsu et al. (2017) sugieren que la intención de compra es una combinación de la concentración de consumidores en la compra de un producto y la probabilidad de comprar. Para una representación completa de comportamiento de compra del consumidor, sus actitudes, preferencias, motivaciones y percepciones de ingresos deben ser consideradas. Se ha señalado también que la intención de compra es un futuro pronóstico del comportamiento del consumidor, el cual ayuda significativamente a formar sus/ sus actitudes (15).

En este área, el mercado de frutas frescas en China ha crecido significativamente, impulsado por el aumento de demanda de consumidores cada vez más preocupados por las dietas saludables, las demandas de calidad de alimentos y la disponibilidad de frutas durante todo el año (40), lo que ha abierto el mercado de consumo nacional a la influencia del comercio internacional (3).

Aunque la percepción de la calidad no puede ser determinada objetivamente, existen cuatro principales enfoques para explicarla: el enfoque de la economía de la información, el enfoque de la cadena de medios, el enfoque integrativo y el enfoque multi-atributo (12, 28), con el último utilizado en este estudio. El enfoque multi-atributo comprende la calidad como un fenómeno dicotómico entre señales intrínsecas y extrínsecas (12, 19, 33, 48).

Señales intrínsecas miden la calidad objetivamente. Estas cualidades pervaden el producto con su funcionalidad y están relacionadas con su apariencia física (1, 30). Según Olson y Jacoby (1972), las cualidades intrínsecas son específicas para cada producto, desaparecen cuando se consumen y no pueden ser alteradas sin cambiar el producto en sí (1, 5). Por el contrario, las señales extrínsecas no son parte física del producto, pero sí...
represent information related to the product, which can be modified externally, for example use by dates, information related to the origin and information related to production and processing practices (20, 30). Generally, high perceived quality reflects superiority, greater reliability or greater functionality of a product. Therefore, when consumers favorably perceive the quality of a product, they are more willing to buy it, i.e., a greater potential intention to determine the mentioned behavior (11).

Satisfaction is the psychological state where the emotions that contain unconfirmed expectations are combined with the consumer’s previous feelings about consumption experiences (23). It is considered a cognitive and affective response by consumers to a food product in a purchase context (14). The important factors for consumer satisfaction when consuming foods appear before, during and after eating. For example, before eating, the important factors are: expectations and desires based on memories of previous food experiences and the context in which the meal is perceived (4). One of the most studied approaches in the literature is the paradigm or theory of the disconfirmation of expectations. This theory indicates that disconfirmation is a post-purchase process, in which the consumer establishes a comparison between the results obtained and the previously created expectations, and it is the difference between these two magnitudes that leads the consumer to form judgments about a product or service (42). Consequently, customer satisfaction can lead to a later behavioral intention as a purchase and a positive communication. Several authors have shown a direct relation between consumer satisfaction and the consumer’s behavioral intention (22).

Additionally, the perceived quality of and satisfaction with food are highly correlated, with the former concept being a precursor of the latter (12, 14, 15, 31, 36).

Therefore, the main aim of this study was to model the purchase intention of Chinese consumers of fresh cherries through direct and indirect relations and mediating role between intrinsic perceived quality, extrinsic perceived quality and satisfaction. On this basis, the following hypotheses were tested:

- H1: Perceived intrinsic quality has a direct and significant relation with the satisfaction of the Chinese consumer of fresh cherries.
- H2: Perceived extrinsic quality has a direct and significant relation with the satisfaction of the Chinese consumer of fresh cherries.
- H3: Perceived intrinsic quality has a direct and significant relation with the purchase intention of the Chinese consumer of fresh cherries.
- H4: Perceived extrinsic quality has a direct and significant relation with the purchase intention of the Chinese consumer of fresh cherries.
- H5: Perceived intrinsic quality has an indirect and significant relation with the purchase intention of the Chinese consumer of fresh cherries through the mediating role of satisfaction.
- H6: Perceived extrinsic quality has an indirect and significant relation with the purchase intention of the Chinese consumer of fresh cherries through the mediating role of satisfaction.
- H7: Satisfaction has a direct and significant relation with the purchase intention of the Chinese consumer of fresh cherries.

The structural model is shown in figure 1.
**Materials and Methods**

**Sample and questionnaire**

A survey was applied to a non-probability convenience sample in Beijing, China (12, 28, 37) comprised of 388 people of Chinese nationality. The survey was developed in Chile in Spanish and then sent to China for translation. After the completion of this process by the specialized agency in Chinese, possible issues were identified and the writing was modified to adjust to the local cultural contexts in terms of vocabulary, idiomatic and syntactic equivalence where it was corrected and translated again back into Spanish. The two versions were compared, ensuring their consistency.

To improve the survey-taking process, a user manual was designed in Chinese, which was meant to instruct and guide the Chinese surveyors, reducing the likelihood of errors in the data collection due to reports of similar studies conducted in China, warning of people there being less familiar with surveys (19). The field work was conducted in two phases: the first consisted of applying a pretest, where 30 individuals were surveyed in the Yuyan Daxue market in Haidian district in Beijing, through which errors were detected that could affect the result, and these surveys were thus excluded from the analysis. The second stage consisted of applying the survey on a massive scale. The buyers of fresh cherries in three characteristic sectors of Beijing were defined as the sampling unit: i) the Sanyuanli food market, with 125 valid surveys, located in the international sector, is ample, with a good infrastructure and location, and has fruits of different origins and qualities; ii) the Wuluju market, with 128 valid surveys, located in the city's southwest, is in a sector far from the international area and focuses more on suburban life, and the prices of fruits are lower than in the Sanyuanli market; and iii) the Wudaokou sector, with 135 valid surveys, in the Haidian district, has a young population, as it is located near Tsinghua University and the Beijing Language and Culture University. Data were collected on different days.

The evaluation instrument included questions corresponding to perceived extrinsic quality (PEQ), perceived intrinsic quality (PIQ), satisfaction (ST) and purchase intention (PI). The method used to collect the information was quantitative based on a structured survey of 16 statements, (1: not important; 5: very important) for perceived quality, 5 statements for satisfaction (1: strongly disagree, 5: strongly agree), and 6 statements for purchase intention (1: strongly disagree, 5: strongly agree).

For the construct PIQ, attributes were used based on the studies by Zeithaml (1988), Grunert et al. (2015) and Chiang et al. (2018). The items used were: color, size, aroma, juiciness, flavor, texture and freshness. For the construct PEQ, attributes were used based on the studies by Ness et al. (2010), Grunert et al. (2015) and Chiang et al. (2018). The items considered in this study were: price, region of origin, seller’s recommendation, seals of quality, commercial brand, packaging and bulk sale.

The construct satisfaction included statements used in previous studies by Sanzo et al. (2003), Espejel et al. (2009) and Chiang et al. (2018). The statements included in the study were: I feel satisfied with the product, I feel happy with the product, the product fulfills my purchase expectations, I am satisfied with the seller of the product and the product satisfies my needs.

Finally, for purchase intention, statements were included such as: I intend to continue buying the product (15, 21); if I couldn’t find the product in my usual store, I would look for it another one (17); I want to buy the product (41); I intend to increase the size of the purchases (11); I intend to increase the frequency of purchases (11), and I am going to make an effort to buy the product in the near future (46).

To perform the exploratory factor and confirmatory factor analyses and the structural equation model, the software SPSS Statistics v.21 was used with its complement Amos, employing maximum likelihood extraction (27).

**Exploratory and confirmatory factor analyses**

The exploration of dimensions, Kaiser-Meyer-Olkin (KMO) index and Bartlett’s test of sphericity (BTS) were applied, which must be significant, *i.e.*, less than 0.05, being obtained from the reduction of dimensions (44). In the confirmatory analysis, two tests of construct reliability were determined: Cronbach’s alpha, which measures the internal consistency of
the constructs individually, and the composite reliability index (CRI), which considers the interrelations of the constructs, both with an accepted minimum value of 0.7 (8). In order to obtain the validity of the latent variables, a convergent validity analysis was performed. The convergent validity is verified through the average variance extracted (AVE) of the constructs, with the recommended minimum of 0.5, with which it may be stated that the variables explain more than 50% of the variance of their constructs, there being convergent validity (38).

**Structural equation model**

Once these tests were completed, the goodness of fit of the model was estimated. For this study, the following was determined: a) Relative Chi (X2/df), which must be less than 2, b) Mean root error of approximation (RMSEA), with the maximum accepted value less than 0.05, c) Index Goodness of Fit (GFI), which must be greater than 0.95, d) Comparative Adjustment Index (CFI), which must be greater than 0.95, and e) Average Goodness of Fit Index (AFGI), which must have higher values at 0.80 (29).

Finally, based on the approach suggested by Baron and Kenny (1986), the bootstrap technique was used to evaluate direct and indirect relations as well as the mediating role of the variables on purchase intention with a 95% confidence level and a P value less than 0.05.

**RESULTS AND DISCUSSION**

With respect to the sociodemographic profile of the sample, table 1 illustrates greater participation in the purchase and consumption of fresh cherries by women. Generally, they are more aware of the implications of foods for health and the benefits of eating healthful foods (34).

**Table 1. Sociodemographic profile of the sample.**

| Item                | Type          | Frequency | Percentage |
|---------------------|---------------|-----------|------------|
| Gender              | Male          | 172       | 44.3%      |
|                     | Female        | 216       | 55.7%      |
| Age                 | Between 18 and 24 years | 116 | 29.9% |
|                     | Between 25 and 34 years | 120 | 30.9% |
|                     | Between 35 and 49 years | 76 | 19.6% |
|                     | Between 50 and 64 years | 51 | 13.1% |
|                     | More than 64 years | 25 | 6.4% |
| Monthly income      | Less than 4000 RMB | 151 | 38.9% |
|                     | Between 4000 and 4999 RMB | 25 | 6.4% |
|                     | Between 5000 and 6000 RMB | 39 | 10.3% |
|                     | More than 6000 RMB | 173 | 44.3% |
| Education level     | Primary education | 7 | 1.8% |
|                     | Secondary education | 43 | 11.1% |
|                     | Technical professional | 49 | 12.6% |
|                     | University education | 289 | 74.5% |

Williams, Ball and Crawford (2010), indicates that women have a greater gustatory preference for fruits and vegetables, and even have greater self-efficacy when it comes to following a healthy diet. Conversely, men worldwide consume fewer fruits and vegetables than what is recommended (2, 13). With respect to monthly family income, Florkowski et al. (2014) states that consumers with a higher income have greater chances of acquiring good quality fresh fruits. One the other hand, for purchaser of imported food in supermarkets of Beijing, Grunert et al. (2015) quantify a mean monthly family income of 7897 renminbi (RMB) and over 84 percent of those surveyed have a higher education. This is consistent with the results found in this research, especially if the data were collected in high-income sectors and with many universities.
Given that the sample obtained a value of 0.848 on the Kaiser-Mayer-Olkin index, a result above the minimum of 0.5 established by Williams, Brown and Onsman (2010), it was valid to perform a factorial analysis.

Bartlett’s test of sphericity was 0.00, indicating that the correlation matrix is not an identity matrix. The individual reliability of the indicators (table 2) determined that the observable variables of Chinese origin (ATRI01), Chilean origin (ATRI02) and US origin (ATRI03) were significant for the construct PEQ, and the variables texture (ATRI10), size/caliber (ATRI11) and color (ATRI16) for the construct PIQ.

### Table 2. Exploration of dimensions.

| Construct                  | Attribute                                             | Code  | Critical ratio |
|----------------------------|--------------------------------------------------------|-------|----------------|
| Perceived extrinsic quality (PEQ) | Origin China                                         | ATRI01| nd             |
|                            | Origin Chile                                          | ATRI02| 15.307***      |
|                            | Origin U.S.A.                                         | ATRI03| 15.664***      |
|                            | Seller’s recommendation                                | ATRI04| ns             |
|                            | Packaging                                              | ATRI05| ns             |
|                            | Bulk                                                   | ATRI06| ns             |
|                            | Commercial brand                                      | ATRI07| ns             |
|                            | Seals of quality                                      | ATRI08| ns             |
|                            | Price                                                  | ATRI09| ns             |
|                            | Texture                                                | ATRI10| nd             |
|                            | Size /caliber                                          | ATRI11| 9.851***       |
|                            | Aroma                                                  | ATRI12| ns             |
|                            | Juiciness                                              | ATRI13| ns             |
|                            | Taste                                                  | ATRI14| ns             |
|                            | Freshness                                              | ATRI15| ns             |
|                            | Color                                                  | ATRI16| 9.971***       |
| Perceived intrinsic quality (PIQ) | I feel satisfied with the fresh cherries purchased | ATRI17| nd             |
|                            | I feel happy with the cherries acquired                 | ATRI18| 16.353***      |
|                            | The fresh cherries meet my expectations                | ATRI19| 18.202***      |
|                            | I feel satisfied with the seller of fresh cherries     | ATRI20| 14.447***      |
|                            | The fresh cherries satisfy my needs                    | ATRI21| 18.207***      |
| Satisfaction (ST)           | I intend to increase the frequency of purchases of fresh cherries | ATRI22| nd             |
|                            | I want to buy fresh cherries                           | ATRI23| 18.716***      |
|                            | If I couldn’t find the product in my usual store, I would look for it another one | ATRI24| ns             |
|                            | I intend to buy a greater amount of fresh cherries     | ATRI25| 20.668***      |
|                            | I intend to continue buying fresh cherries             | ATRI26| ns             |
|                            | I am going to make an effort to buy fresh cherries in the near future | ATRI27| 21.297***      |

Intrinsic quality results are consistent with another study on fruits like goji conducted in China by Yao et al. (2018), who reported that the Chinese consumer prefers fruits associated with good quality based on color and texture. Liu and Nyongira (2015) also detected that color generates the perception of safety that Chinese consumers have about foods. In another study, Sun (2010) established that the buyers of fresh cherries at online food markets prefer cherries according to their size and country of origin.

The indicators I feel satisfied with the fresh cherries purchased (ATRI17), I feel happy with the cherries acquired (ATRI18), the fresh cherries meet my expectations (ATRI19), I feel satisfied with the seller of fresh cherries (ATRI20) and the fresh cherries satisfy my needs (ATRI21) were part of the construct satisfaction, confirming the studies conducted on foods by Espejel et al. (2009) and Bech-Larsen and Tsalis (2018), which yielded results similar to those found in this study. Finally, the construct purchase intention was comprised of the indicators: I intend to increase the frequency of purchases of fresh cherries (ATRI22), I want to buy fresh cherries (ATRI23), I intend to buy a greater amount of fresh cherries (ATRI25) and I am going to make an effort to buy fresh cherries in the near future (ATRI27),
obtaining results similar to the studies by Buaprommee and Polyorat (2016) on meats and Fandos and Flavián (2006) on food products with denomination of origin.

The reliability of the constructs was determined in the confirmatory analysis (table 3). Cronbach’s alpha was above 0.7 for the five constructs; thus, they can be reliably measured individually. At the same time, the composite reliability determined that the constructs were reliable to measure as a whole. The convergent validity of the construct indicated that the attributes of the latent variables share more than 50% of the explained variance. The goodness of fit of the model was good and fulfilled what was stipulated in the literature: \( \chi^2/d.f = 1.887 \), RMSEA = 0.048, GFI = 0.940 and AFGI = 0.915 and finally, CFI = 0.971.

### Table 3. Reliability and convergent validity of the constructs.  
**Tabla 3. Fiabilidad y validez convergente de los constructos.**

| Construct                      | Cronbach’s α | Composite reliability | Average variance extracted |
|-------------------------------|--------------|-----------------------|----------------------------|
| Perceived intrinsic quality   | 0.745        | 0.751                 | 0.503                      |
| Perceived extrinsic quality   | 0.860        | 0.863                 | 0.679                      |
| Satisfaction                  | 0.891        | 0.895                 | 0.633                      |
| Purchase intention            | 0.889        | 0.890                 | 0.672                      |

With respect to the direct and indirect relationships between the variables (table 4), it was found with 95% confidence (p <0.05) that only the intrinsic perceived quality in fresh cherries is directly and significantly related to the satisfaction of Chinese consumers, generating indirect effects on the purchase intention through the mediating role of satisfaction, which is opposed to the results obtained in extrinsic perceived quality. Other authors such as Ness *et al.* (2010), achieve partial support in the indirect relationship between perceived quality and behavioral intentions, possibly due to the behavioral duality of intrinsic and extrinsic perceived quality.

### Table 4. Type of mediation. Direct, indirect path coefficients and totals by construct.  
**Tabla 4. Tipo de mediación. Coeficientes de trayectoria directa, indirecta y totales por constructo.**

| Construct                      | Satisfaction | Purchase intention |
|-------------------------------|--------------|---------------------|
|                              | DE | IE | TE | DE | IE | TE |
| Perceived intrinsic quality   | 0.333* | nd | 0.330* | ns | 0.175* | 0.175* |
| Perceived extrinsic quality   | ns | nd | ns | 0.267* | ns | 0.267* |
| Satisfaction                  | nd | nd | nd | 0.228* | nd | 0.228* |

It was found statistically that there is a direct and significant relation between the PIQ and satisfaction. Fan *et al.* (2017) and Chiang *et al.* (2018) showed that the signals of intrinsic quality present a direct and significant relation with Chinese consumers’ satisfaction when preferring fresh fruits. This statistical relation was also demonstrated in other food types, *e.g.*, Espejel *et al.* (2009) in ham and Grunert *et al.* (2015) in pork ribs in China. This result means that hypothesis H1 is accepted.

There was no statistical significance between PEQ and satisfaction, which means hypothesis H2 is rejected. In this respect, studies like those conducted by Espejel and Fandos (2009) on wine and Chiang *et al.* (2018) on fresh cherries concluded that there is no positive and significant relation between PEQ and satisfaction; however, Grunert *et al.* (2015) determined that only in a narrow age group do the extrinsic attributes reach significance in Chinese consumer satisfaction.

Little information is available in the scientific literature linking PIQ and PEQ purchase intention; rather, various authors analyze it as a perceived general quality. For example, Buaprommee and Polyorat (2016) demonstrated that there is no direct and significant
relation between perceived quality and purchase intention in Thai consumers of red meats; however, Ness et al. (2010) concluded that in 5 of 6 European countries a direct and significant relation does exist between the two variables. The differences in the results obtained by both authors might not only be due to cultural diversity, but also because there was no dissociation between extrinsic and intrinsic attributes. The results obtained in this study determined that PIQ presents no direct and significant relation with purchase intention, a result in conflict with that obtained in PEQ. Therefore, hypothesis $H_3$ is rejected and $H_4$ is accepted.

A similar context occurs when the indirect relations of PIQ and PEQ on satisfaction are measured. Ness et al. (2010) determined that perceived quality has an indirect relation on the behavioral intentions of European consumers of fruits like tomatoes. Also, in the services sector, researchers like Wu and Li (2017) demonstrated that quality is a precursor of satisfaction and a good predictor of behavioral intentions. In this study it was demonstrated statistically that PIQ has an indirect and significant bearing on purchase intention through the mediating role of satisfaction; therefore, hypothesis $H_3$ is accepted, on the other hand, no indirect and significant influence was found between PEQ and purchase intention as a result of the mediating role of satisfaction. Therefore, $H_4$ is rejected.

Satisfaction has a direct and significant relation on the purchase intention of Chinese consumers. Thus, hypothesis $H_5$ is accepted. This is consistent with studies conducted by Espejel and Fandos (2009) on wines, Ness et al. (2010) on tomatoes and Konuk (2018) on organic foods, which shows a direct and significant relation between satisfaction and purchase intention.

In addition, the results obtained from hypotheses $H_1$, $H_5$, and $H_7$ confirm that there is complete mediation between PIQ and purchase intention from the mediating role of satisfaction. The results of this research seem to be in line with the marketing initiatives developed by ASOEX, enhancing the attributes of intrinsic quality, color and size, and linking it to celebrations and traditions, through activities such as "Super Cherries days", "Chilean Cherries dance" and "Cherries from Chile", activities that have also been enhanced by public policies and agreements such as the free trade agreement between the two countries in force since 2005.

The limitations of this study, considering the non-probabilistic nature of the sample, are that the results cannot be generalized and that the sample is not representative according to the population distribution.

**Conclusions**

The main aim of this study was to model the purchase intention of Chinese consumers of fresh cherries through direct and indirect relations and mediating role between perceived intrinsic quality, perceived extrinsic quality and satisfaction. It was found that Chinese consumers’ satisfaction with fresh cherries is related directly and significantly to purchase intention, and that in turn satisfaction acted as a mediator of the intrinsic perceived quality variable, indirectly and significantly affecting purchase intention.

The study also found a direct and significant relationship between the latent variable of perceived extrinsic quality with purchase intention, and although it is not explained by the mediating role of satisfaction, it manages to be the variable with the best correlation in total effects on the intention to purchase.

The attributes that comprise the latent variables are worthy of study for exporters of fresh cherries to China, as the country of origin stands out for perceived extrinsic quality, and the color, size and texture for perceived intrinsic quality. It is important that these attributes are not neglected, because combined they can help generate the construction of quality in consumers, who will be willing to acquire fresh cherries when they perceive a greater value and useful life of the product than for the money they pay.

In summary, the exporter of fresh cherries should focus his strategy on the intrinsic attributes of the product that directly satisfy the Chinese consumers (color, texture and size). These attributes have a direct and significant relationship on the purchase intention these consumers, through the latent variable of satisfaction. On the other hand, the exporters should highlight the origin attribute (such as Chilean origin), because it shows direct...
and significant relationship with the intention of purchase, through of latent variable of perceived extrinsic quality.

Future studies could include in the model variables related to the consumer’s purchase intention such as: loyalty, sacrifice and perceived risk. Additionally, studying the moderating role of these variables in consumers can be a feasible suggestion to delve more deeply into the study discussed here.

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