

# The Effect of Country-of-Origin to Purchase Intention on Japanese and Korean Automobiles - The Moderating Effect of Perc

楊宗翰、施建彬

E-mail: 321798@mail.dyu.edu.tw

## ABSTRACT

This research will be with consumer's viewpoint, and focus on the automobile brand of Japan and Korea which sales in Taiwan. First we want to find the relationship between country of origin and purchase intention. Second, test the moderating effect of perceived price and product involvement. This study proposed three assumptions and to prove them by questionnaires. And we have three findings from this study when consumers choice the brand comes form Japan and Korea. First, the effect of country of origin to purchase intention is positive. Second, perceived price has significantly positive relationship with country of origin and purchase intention. Third, product involvement has insignificantly positive relationship with country of origin and purchase intention.

Keywords : country of origin、 purchase intention、 perceived price、 product involvement

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