

# The effectiveness of country-of-origin image and brand image on product evaluation about cellular

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## ABSTRACT

Taiwan joins the World Trade Organization, the face of the international market and the impact of trade liberalization, opening up the domestic industry is facing the impact of imports around the world, how in the fierce international competition environment to victory, will be a serious topic. Therefore, from the perspective of cost considerations, manufacturing and marketing of products to the international division of labor model change, Yan Ran into a trend. In the international development trend of specialization under the same product produced has a different brand of country of origin country of origin and manufacture of the phenomenon. In this study, mobile phones, for example, aims to investigate the source of brand image, create the image of the country of origin and brand effects on consumer product evaluation, both perceived quality and purchase intentions as a measure of dimensions of product evaluation study and to Taiwan consumer survey. The total of 484 valid samples, research methods to measure the variables in simple regression relationship between the impact, and analysis of variance test of cross-strait variable dimensions of consumer perception is different. The study found : Mobile phone brand country of origin and manufacturing country of origin image and brand image, consumer product evaluation, perceived quality, and always make a positive impact on purchase intention.

Keywords : Brand、image、create the country of origin、brand image、perceived quality and purchase intention

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