

Relationship among Impression of the Country of Origin, Product Familiarity and Consumer Attitudes

詹博翔、蔡敦崇、魏志雄

E-mail: 360544@mail.dyu.edu.tw

ABSTRACT

Mobile phones have become widely prevalent and necessary according to the recent popularity. Especially smart phones which are indispensable to young population take advantage of fashion trends and social status attracting customers based on creative marketing and successful branding. Therefore, this study is implemented questionnaire survey and focused on mobile phone consumers in this study. This study is discovered the relationship among impression of original country which is as independent variable, product familiarity which is as dependent variable and consumer attitude which is as intermediate variable. This study is distributed a total of 260 questionnaires with effective response rate of 91.5%. The results of this study showed as below : 1. There is a significantly positive association between impression of original country and consumer attitude. 2. Impression of original country is significantly and positively associated with product familiarity. 3. Product familiar is significantly and positively associated with consumer attitude. 4. There is an intermediate effect in product familiarity. This study is discussed the findings theoretically and practically and also proposed the limitations and future suggestions.

Keywords : country of origin impression, product familiarity, consumer attitudes

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