

A study of the Buying Willingness Impact of Product Cues for Durables

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ABSTRACT

The main purpose of this study is to use an experiment to examine the impacts of country image, product price, and brand image on consumer ' products evaluation and the buying willingness. Firstly, this study reviews the related literature to develop research hypotheses. The experiment with $2 \times 2 \times 2$ factor design is conducted to collect the empirical data. The main results of this research are as follow: 1. Country of Origin image has significant influence on durables products evaluation. It is the higher country image and the higher durables evaluation. 2. Brand image has significant influence on durables evaluation. It is the higher brand image and the higher durables evaluation. 3. Durables price has significant influence on durables evaluation. It is the lower durables price and the lower durables evaluation. 4. Durables evaluation have significant influence on consumer ' buying willingness. It is the higher durables evaluation and the higher customer ' s buying willingness.

Keywords : Country of Origin ; Products Evaluation ; Brand image ; Durables price

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