

The Effects of Manufacture Origin Country and Brand Name on Consumers ' Purchase Intention-A Case Study of International

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ABSTRACT

The enterprise the specialized labor division and under the globalization influence, the product production and the marketing change, causes to hybrid product the appearance. But consumer when purchase product, can by the brand, the price, the manufacture origin country and so on extrinsic cue judge the product the quality. In recent years the emerging network purchase also has had the impact to the clothing product sales circuit. Therefore, this research goal is discusses the circuit, the manufacture origin country, the brand name, the price regarding the consumer to influence the product evaluation. This research by $2 \times 2 \times 2 \times 2$ the multi- factors experiment designs , respective variable grouping but the circuit discrimination for the special cabinet and the website, the manufacture origin country image (high / low), the brand name (high / low), the price (high/low), discusses the product extrinsic cue to influence the consumer consciousness quality. The research object for local consumers and in the foreign consumer, the sample number respectively is 400 person and 160 people in Taiwan. Results are as follows: 1. Different marketing channel have a strong effect on customer ' s perceived quality. 2. Manufacture country and brand name have a positive effect on customer ' s perceived quality. 3. Price cue has a positive effect on perceived sacrifice. 4. Consumer ' s perceived quality and sacrifice have a positive and negative effect on the perceived value. 5. The effects of the extrinsic product cues on perceived value are mediated by perceived quality and sacrifice. 6. Consumer ' s perceived value in turn positive influences willingness to buy.

Keywords : Manufacture Country, Brand Name, Perceived Quality, Willingness to Buy

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