

A Study on Impact of Digital Camera Country-of-Origin, Brand Awareness and Perceived Price on the Evaluation of Product a

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ABSTRACT

The Main Purpose Of This Study Is To Examine The Impact Of Origin Of Country Image, Price, And Brand Awareness On Consumers ' Products Evaluation And Buy Intention. Firstly, This Study Reviews The Related Literatures To Develop Research Hypotheses. The Experiment With 2 × 2 × 2 Factor Design Is Conducted To Collect The Empirical Data. The Main Results Of This Research Are As Follow: 1. Origin Of Country Image, Brand Awareness , And Price Have Significant Influence On Consumers ' Product Evaluation. 2. Origin Of Country Image And Price Have No Interaction Effect On Consumers ' Product Evaluation And Buy Intention. 3. Brand Awareness And Price Have Interaction Effect On Consumers ' Buy Intention. 4. Origin Of Country Image, Brand Awareness , And Price Have Interaction Effect On Consumers ' Product Evaluation And Buy Intention.

Keywords : Origin of country image ; brand awareness ; price ; product evaluation ; buy intention

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