

The Moderating Effect of Country of Origin Effect on the Relationship between Brand Equity and Consumer ' s Purchase Inte

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ABSTRACT

In this era that consumers pursue after personalized, differentiated products, and brand power is taken as the most competitive, effective asset, product function is no longer the only issue that would influence the consumer ' s behavior. Brand, becomes another important variable. Brand equity covers the whole conception and attitude that consumer holds to a brand. How to establish higher brand equity is now a critical issue to every brand managing executives. In order to further develop the knowledge of Brand Equity, this study used the relationship between Brand Equity and Consumer ' s Purchase Intention. In the mean time, by utilizing the Country of Origin Effect as moderate mechanism, this study further clarify the relationship between the said two variables. Samples of this study were collected from the consumers who ever conducted purchase behavior in Taiwan area. Total sample size was 503 consumers. According to the analysis done under hierarchical regression model, noticeable positive impact derived from brand equity to the consumer ' s purchase intention was confirmed. Moreover, remarkable and positive relationship between interference effect of country of origin effect to brand equity and consumer ' s purchase intention was also affirmed.

Keywords : brand equity, country of origin effect, consumer ' s purchase intention

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