

Influence of Taiwan Motorcycle Brands on Consumer Purchase in Ho Chi Minh City, Vietnam Focus SYM and KYMCO

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ABSTRACT

Challenging with other similar industrial products which are from all over the world, is hard for a company, not only to face the trend of globalization but also to make innovation of their own or difference from others. To build the brand image will be necessary and effective to change the situation. The customers' behaviour of purchasing in the market are effected by good brand image and it helps consumers to make up their minds to buy those products which are in good brand image, it also causes people to buy those products or not. That is why companies of good brand image can make sure to sell more products and get a better industrial image. The study is based on the brand image of motorcycle made in Taiwan which effects the consumers' will of purchasing in Ho Chi Minh City, Vietnam as named Newly Developed Country. There are 526 samples retrieved and the statistic analysis shows that the three characters of brand image positively influenced the will of purchasing, they are functional image, experiential image and symbolic image in sequence. The conclusion of the study shows that the functional brand image of motorcycle made in Taiwan helps to construct the appropriate attitude of brand for those consumers living in Ho Chi Minh City Vietnam.

Keywords : brand image ; purchase intention ; Vietnam ; Ho Chi Minh City ; motorcycle

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