

Comparing the Brands Perception Value Differences between Domestic and International Brands to Consumer Purchasing Inten

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ABSTRACT

The study differs from past studies in three aspects: one being that it provides a rough comparison on past literature lacking local brands' perceived value to international brands' perceived value, hence only allowing distinguishing whether there are advantages between the two countries when analyzing brand competitiveness, while the study has adopted questionnaire study to discern the consumer's rough impression of international brands and comparing it to domestic brands; second being that as oppose past studies that tend to focus on exploring the different perception of quality from different countries, the study aims to explore under the requisite of a certain level of quality whether the difference between domestic brands and international brands would become a factor to influence the consumer's purchasing intention? The third being an extension of the foresaid two aspects aiming to explore the probable impact of brand perceived value to purchasing intention. the brands perception value The study has focused on consumers who have prior experience purchasing luxury goods and the findings show that varied brand perceived value creates significant differences to the consumer's brand purchasing intention; the disparity between domestic and international brands differs in luxury consumer's brand perceived value, a difference that does not constitute disparity to luxury goods consumer's purchasing intention; gender differential constitutes significant disparity on the brands perception value of domestic and international brands and the intention to purchase domestic brands; the youth and middle-aged groups tend to recognize more of the value of domestic brands; brand recognition and purchasing intention contain significant disparity between the employed and the unemployed; lastly, as can be derived from the reversal analysis, brands perception value offers a high level of interpretability to luxury consumer's purchasing intention.

Keywords : perception value of the brands ; the luxury consumers ; purchasing intention

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