

# The Relationship between Brand Image and Purchase Intention for European and Japanese Imported Small Vehicles- Elementar

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## ABSTRACT

Brand image is essential in marketing, because it is a hint as an information. Consumer use brand image to judge the quality of product. In addition to inspire the purchase behavior. However, brand image was stored in the mode of consumer's memory. Perfect brand web connection has become an important purchase factor of decision-making. Good and positive brand image not only increase product value but also inspire purchase intention. and also promote the product and service quantities of an enterprise. In order to understand the relationship between brand image and purchase intention, this study use Brand Image as the independent variable to study the relationship between Brand Image, Country of Origin and Purchase Intention for European and Japanese imported small vehicles. Samples of this study were collected from elementary school teachers in Changhua county. Total sample size was 382 consumers. According to the analysis done under regression model, noticeable impact derived from the brand image and purchase intention for European and Japanese imported small vehicles was confirmed. Moreover, remarkable and positive relationship between Country of Origin and Purchase Intention was also affirmed. Samples of this study had more higher purchase intention, and maximum acceptance about imported small vehicles made in Japan.

Keywords : brand image ; country of origin ; purchase intention

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