

# The Effects of Country-of-Origin Effect, Product Knowledge and Product Involvement on Consumers' Purchasing Intention

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## ABSTRACT

When many industries globalized, consumers can buy variety of products where from different countries, meanwhile, consumers' intention may change when image of different countries of origin come to consumers' mind when the country of origin and consumers' purchase intention will be changed with the product knowledge and involvement change. In this study, the country of origin effect is independent variables that examines the impact on the consumers' purchase intention, and the product knowledge and involvement are moderate effects. Our samples are from north, middle and south of Taiwan, 1,000 were sent and 851 are valid and used in hierarchical moderator regression analysis that reveal the country of origin, except of the country of brand, the country of design and the country of assembly are positively and significantly related, moreover, the product knowledge and involvement positively and significantly moderate.

Keywords : country of original ; product knowledge ; product involvement ; purchase intention

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