

The Impacts of Country-of-Origin Effect and Product Benefits on Consumers' Purchasing Intention

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ABSTRACT

A discussion on the effect of country-of-origin effect and product benefits on the consumer's buying intention has always been a major topic of the literature on marketing. Inferred from previous studies, consumers mostly have preconceived opinions on the image of each country, and they seem to have different evaluations of products manufactured by different countries. In addition to the country-of-origin effect, consumers may evaluate the value of a product based on its benefits. The influence of such an evaluation deserves to be discussed and understood for the purposes of management and practice. This study takes mobile phones of Sony Ericsson and general consumers in Taiwan as its research subjects. The findings are as follows: 1. In case of products from the country of brand, the consumer's buying intention shows a negative relationship; 2. In case of products from the country of origin in design and country of assembly as well as an orientation toward functional product benefits taken by consumers, the consumer's buying intention shows a positive relationship; 3. In case of an orientation toward experiential product benefits taken by consumers, the consumer's buying intention shows a negative relationship; and 4. In case of an orientation toward symbolic product benefits taken by consumers, the consumer's buying intention doesn't reach the level of significance.

Keywords : country of original ; product benefits ; purchase intention

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