

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

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ABSTRACT

The purpose of this research is to explain the linear relationship about country of origin effects, brand image, product involvement and purchase intention. In the mean time, by utilizing the brand image and product involvement as moderate mechanism. Samples of this study were collected from the consumers who ever conducted purchase behavior in Taiwan area. Total sample size was 759 consumers. According to the analysis done under hierarchical regression model, we find the following several points: First, noticeable positive impact derived from country of origin to consumer's purchase intention was confirmed. Second, remarkable and positive relationship between interference effect of brand image to country of origin and consumer's purchase intention was affirmed. Third, remarkable and positive relationship between interference effect of product involvement to country of origin and consumer's purchase intention was also affirmed.

Keywords : country of origin effect ; brand image ; product involvement ; purchase intention

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