

# The Effects of Product Quality, Brand Image and Service Quality on Consumers' Purchase Willingness - A Case Study of S C

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## ABSTRACT

The research in question aims to learn updated impacts quality of a product, image of a brand and quality of service create on the consumer's willingness to acquire. By means of a study analysis based on a questionnaire, our efforts are focused on the differences and links among consumers of various backgrounds when dealing with quality of a product, image of a brand and quality of service. Accordingly, we proposed suggestions on the results of the research expecting to see them be taken by the industry and follow-up researchers for reference. The research in question is conducted on the consumers of S company with a total of 400 copies, of which 303 responds are deemed as successful. The questionnaire contains personal data, mass measurement of the product, measurement of image of the brand, measurement of quality of service and measurement of consumer's willingness to buy the product. Eventually, the questionnaire undergoes the analysis using the SPSS 12.0 software package as means for the research, which includes descriptive statistics, t examination, single-factor variable analysis, relevant analysis and regressive analysis for a statistical analysis. The research in question suggests that consumers vary significantly in certain sub-construction facades in terms of in quality of product, image of brand and quality of service due to the different categories of the background variables they belong to and, quality of product and image of brand, quality of product and quality of service and image of brand and image of brand are all positively related. On the other hand, quality of product, image of brand and quality of service together suggest 80.9% of the remarkable predictability of impacts on consumer's willingness to buy.

Keywords : Quality of Product ; Image of Brand ; Quality of Service ; Willingness to Buy

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