

The Effect of Brand Image and Country of Origin Image on Purchase Intention - Equal Diesel Vehicle of European and America

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ABSTRACT

In an era of economic depression, the consumers calculate carefully and budget strictly while choosing the goods. The purchasing of the car is an extremely request even more. Under investigation of Ministry of Economic Affairs (Energy Department) and Industrial Technology Research Institute (ITRI), it was outstanding the cars oil consumption of the diesel engine came better than the petrol cars' behavior in same kind of car. When consumers assess the products, the brand image and making country's impression of the source which are occupy very important position and play an important role.

In order to understand consumers' purchase intention and relationship that in country of origin and brand image. This research is using "country of origin image" and "brand image" as control variable to predict influence in consumers' purchase intention and discussing behavior at the same level of America and Europe diesel engine cars.

Through originally discovering that the higher the brand image of the products is, the higher consumers' purchase will be. Showing consumers' purchase intention will be influenced by the level of the image of the brand. In another hand, the higher brands do have highly positive influence to purchase intention.

This phenomenon is that brand images of the diesel vehicle all have apparent positive correlation to America and Europe diesel engine cars, but it is appear to apparent dependence in country of origin.

Keywords : brand image、country of origin、purchase intention

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