

# The Effect of Product Perception and Purchase Intension - Take Imported Grapes for Example

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## ABSTRACT

Because of the high living quality and the increasing of the demand for fruit, the demand for grapes is also increased. After joining the WTO, the amount of the imported fruit is increased and the price is more competitive than before. Though my research, I want to verify the relationship among price perceptions, country image and purchase intention. This research utilized questionnaires to survey. There were 480 questionnaires overall released and 458 effective among those 472 retrieved. The data was analyzed through SPSS and included descriptive statics, reliability analysis, validity analysis, factor analysis and regression analysis to prove the research hypothesis. The result revealed that: (1)there is a significant correlation between the shoppers' purchasing behavior and their occupations. (2)the significant correlation between quality awareness and function demand, also between purchase demand and purchase intention. (3)the significant correlation between the trust of country image and purchase intention.

Keywords : quality awareness ; country image ; purchaseintention

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