

THE IMPACTS OF COUNTRY OF ORIGIN AND ENDORSERS' EXPERTISE ON PRODUCT ATTITUDE AND PURCHASE INTENTION

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ABSTRACT

Due to intense market competition, consumers face the numerous advertising in the day. How to attract consumers attention from those advertising is the issue that advertiser concerned. Moreover, because of the trend of globalization, many countries set regulations to require product origin must be indicated. Therefore, the issue of country of origin effect will be more progressively. When the intrinsic attributes is scarce or not deemed, useful, or there is no opportunity to process it, extrinsic attributes, such as endorser and country of origin (COO), are more likely to be used to assess product quality, and will influence consumers' product attitude and purchase intention. This paper explores the influence of endorsers' expertise and country of origin on product attitude and purchase intentions by the experimental study. According to 370 effective questionnaires, the result shows endorsers' expertise and country of origin positive influence on product attitude and purchase intention. The interaction between endorsers' expertise and product consistency and country of origin on purchase intention are significant.