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Abstract
A common hypothesis regarding interaction effects between brand name and country of origin (COO) in the context of Vietnamese consumers' product evaluation judgments such as: product quality, prestige, workmanship and durability as well as purchase intention. Electronic products – televisions with two: brand names Sony (high brand equity) and LG (low brand equity) which were made in three countries: Japan, Korea (high reputable countries) and China (less reputable country) were explored in surveys.
Results showed that Vietnamese consumers are affected by country of origin information when they do evaluation products, make purchase intention and their willingness to pay products. Consumers are willing to pay a higher price for the reputable COO and they expect greater price discounts for the less reputable COO.
In addition, the study also examined whether or not the incongruence between brand origin and country of origin affected consumers' perceptions. When country of origin information indicated that a branded made in a country with a less reputable image than that of the brand origin, the information produced negative effects on overall product evaluation. However, the conclusion that the information produced negative on overall product evaluation were not supported when a branded product made in a higher reputable image that of the brand origin.
Finally, based on the results were presented, the authors also discussed implication for marketing strategy as well as recommendations for television manufactures.
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